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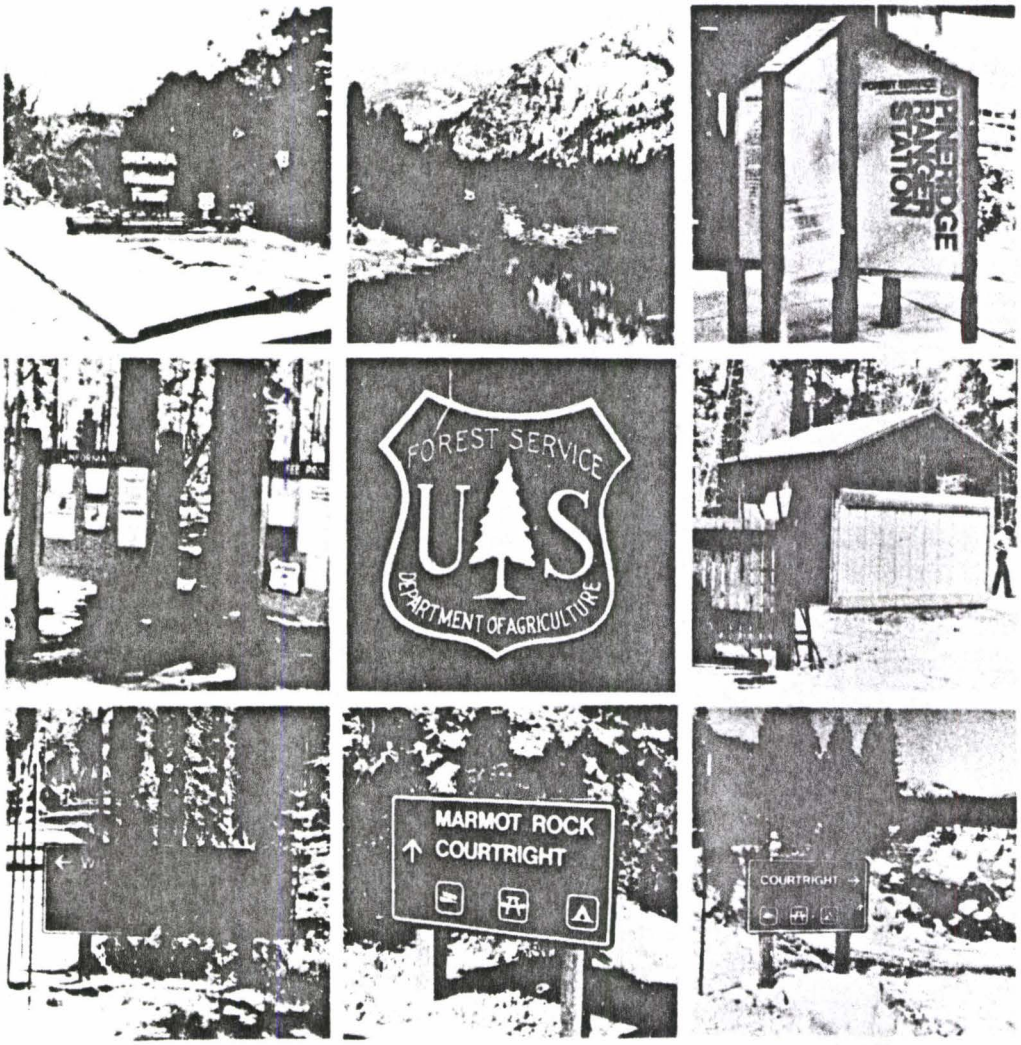
Forest Service - U.S.D.A.
Pacific Southwest Region
Sierra National Forest

A Recreation Communication Systems Plan



A RECREATION COMMUNICATION SYSTEMS PLAN

WALLACE J. MCCRAY
FOREST LANDSCAPE ARCHITECT
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CLEMSON CLASS OF 1985

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THIS PAPER WAS PREPARED AS A STUDENT PROJECT IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF THE PROFESSIONAL DEVELOPMENT FOR OUTDOOR RECREATION MANAGEMENT PROGRAM AT CLEMSON UNIVERSITY. IT IN NO WAY REFLECTS USDA FOREST SERVICE POLICY NOR ARE THE OPINIONS EXPRESSED THOSE OF ANYONE OTHER THAN THE AUTHOR.

ABSTRACT

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TITLE

A RECREATION COMMUNICATION SYSTEMS PLAN

The Sierra National Forest, located in central California, is interested in improving its image and identification with the public. The Forest is not presently taking full advantage of opportunities to influence its image through all levels of public contact. An opportunity exists through this paper to analyze some of the Forest's perceived images and examine why the Forest Service's credibility and professionalism are sometimes being questioned by the public. Opportunities also exist to improve the Forest's information and interpretive systems and correct existing identity and public awareness problems within some recreation areas.

Improved communication with the public through updated identification systems, information systems, guide signs, interpretation methods, official uniforms, area motifs, and public contact methods will be presented through this paper. Sierra National Forest visibility and identity will be improved if these communications systems are followed.

The Forest Service's credibility and leadership in natural resource management can be improved through better communication with the public. This paper describes methods to accomplish this. The document has been written for the Sierra National Forest Management Team, however it could also be reviewed and improved by public involvement.

TABLE OF CONTENTS

SUMMARY

1.0 INTRODUCTION
- 1.1 Statement of purpose
- 1.2 Opportunities
- 1.3 Public Concerns

2.0 CRITERIA
- 2.1 Social, description and analysis of policy
- 2.1.1 Recreation, 2.1.2 Information, 2.1.3 Interpretive, 2.1.4 Uniforms
- 2.2 Land Uses, description and analysis of policy
- 2.2.1 Motifs, 2.2.2 Signs, 2.2.3 Recreation Uses

3.0 ALTERNATIVES
- 3.1 Evaluations of alternatives
- 3.1.1 Information/interpretive, 3.1.2 Uniforms, 2.1.3 Motif, 3.2.4 Signs
- 3.2.5 Recreation Uses

4.0 DISCUSSION/IMPLEMENTATION
- 4.1 Social
- 4.1.1 Recreation, 4.1.2 Information Services, 4.1.3 Interpretive Service
- 4.1.4 Official Uniforms
- 4.2 Land Uses
- 4.2.1 Motifs, 4.2.2 Signs, 4.2.3 Recreation Uses
- 4.3 Costs
- 4.3.1 Alternative A, 4.3.2 Alternative B, 4.3.3 Alternative C
- 4.4 Plan Implementation
- 4.4.1 Step 1, 4.4.2 Step 2, 4.4.3 Step 3, 4.4.4 Summary of alternatives
- 4.5. Research guidelines
- 4.5.1 Signs, 4.5.2 Information/interpretive, 4.5.3 Recreation uses

5.0 LITERATURE CITED

6.0 APPENDICES

- 6.1 Map of Sierra National Forest
- 6.2 Existing/proposed identification systems
- 6.3 Existing/proposed information systems
- 6.4 Existing/proposed sign and recreation symbols systems
- 6.5 Existing/proposed motif systems
- 6.6 Existing/proposed interpretive systems
- 6.7 Existing sign/motif/interpretive and information systems
- 6.8 List of Contributors

SUMMARY

The Sierra National Forest is located in central California west of the Sierra Nevada Crest between Yosemite and Sequoia-Kings Canyon National Parks. The National Forest covers approximately 1,300,000 acres. (Appendix - Forest Map).

This proposed communication system plan involves recommending ways the USDA Forest Service can improve its image and identification with the public. The plan includes recommendations for new or revised sign, information, interpretation, uniform, and motif systems on the Sierra National Forest.

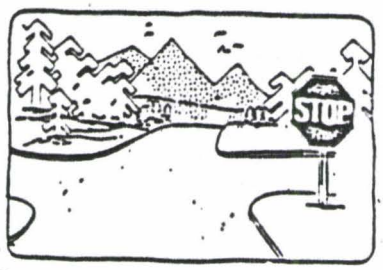
What identity does the Forest have in the newly constructed recreation sites that are on Forest administered lands but were constructed by the Pacific Gas and Electric and Southern California Edison companies? Is the Sierra National Forest taking full advantage of all the opportunities to influence our image through all levels of public contact? These and other issues will be addressed in this paper.

Implementing all or portions of this plan would allow the Sierra National Forest to improve its credibility and professionalism. Communications with the public may be improved. Opportunities to influence the Sierra's image through all levels of public contact would be established through revised systems.

For example the paper recommends specific ways to improve communications through new or revised sign systems. These revised systems could have national significance if applied to other National Forests. Some sample recommendations in alternative B include:

1. Install signs and design messages in accordance with the **"ideal sequence of information"** criteria.
2. Recommend a **"Shield on Board"** identification (entrance) design change and submit for approval.
3. Use revised **"standard highway signs"** with Forest Service colors and enlarged shield design for all Forest identification (entrance) and guide signs.
4. Install standard **"Federal Recreation Symbols"** at all Forest recreation areas.
5. Install **"Recreation Opportunity Spectrum"** (ROS) maps at all Forest recreation areas.
6. Complete a **"Recreation Sign Plan"** which includes the locations for all identification (entrance), guide, regulatory, warning and informations signs within a recreation area and site.

FOREST IDENTIFICATION
FI-1

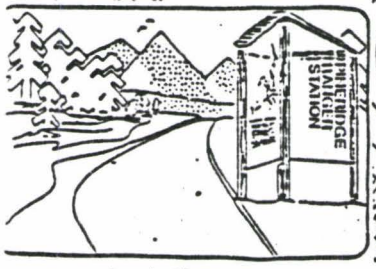


REGULATORY
R-2

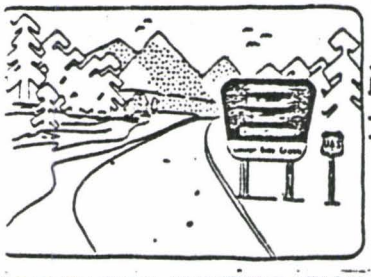
FOREST MARKER
FM-3

THIS ILLUSTRATION SHOWS AN IDEAL INFORMATION SEQUENCE FOR CONVEYING A SERIES OF MESSAGES. THE OBJECTIVE IS TO IDENTIFY, REGULATE, GUIDE, WARN AND PROVIDE INFORMATION / INTERPRETATION TO PEOPLE. WITHIN A DESIGNATED RECREATION ZONE OR AREA.

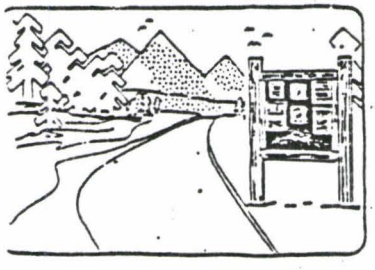
RECREATION GUIDE
(0-10 MPH) RG-11



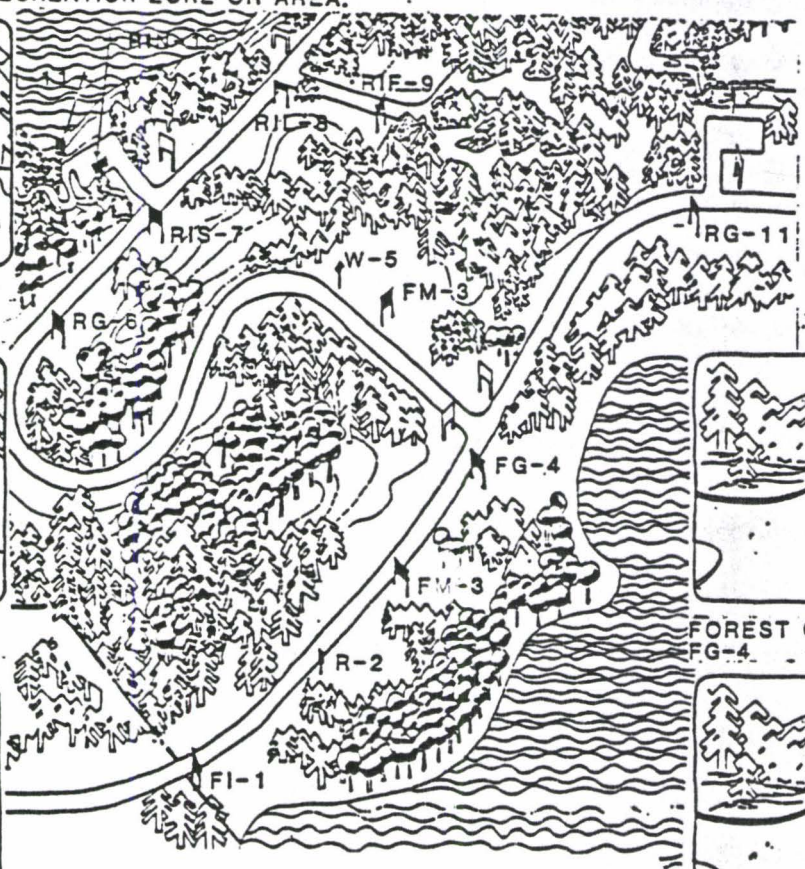
RECREATION INTERPRETIVE
RIN-10



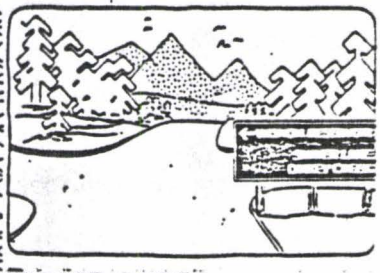
RECREATION IDENTIFICATION
LARGE RIL-8



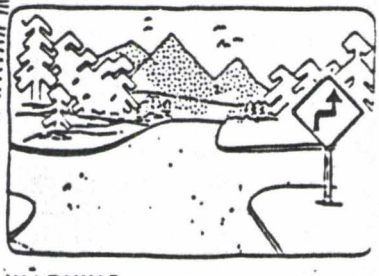
RECREATION INFORMATION
RIF-9



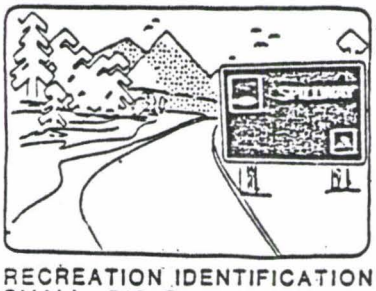
IDEAL SEQUENCE OF INFORMATION



FOREST GUIDE
FG-4



WARNING
W-5



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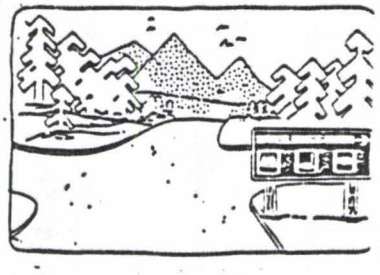
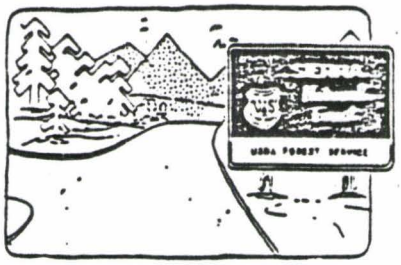
SMALL RIS-7



RECREATION GUIDE
(10-30 MPH) RG-6

AN IDEAL SEQUENCE OF INFORMATION USING STANDARD HIGHWAY IDENTIFICATION & INFORMATION SIGN SYSTEMS



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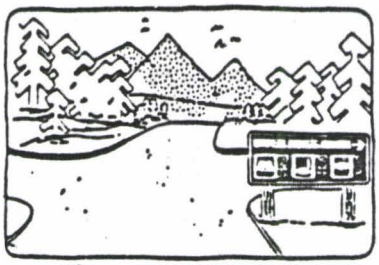
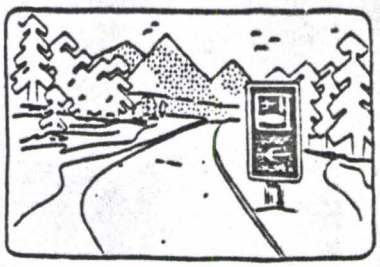
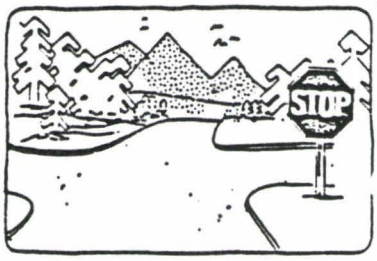


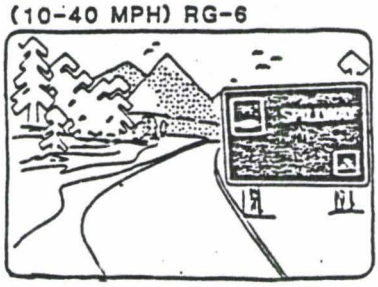
RECREATION GUIDE
(10-40 MPH) RG-6



RECREATION GUIDE
(0-10 MPH) RG-11



REGULATORY
R-2



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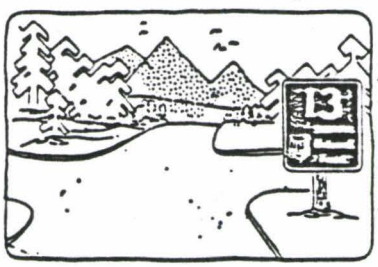
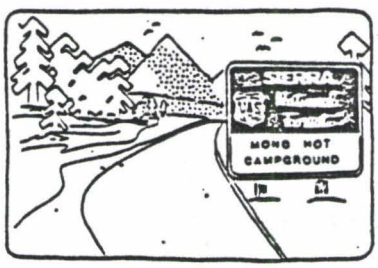


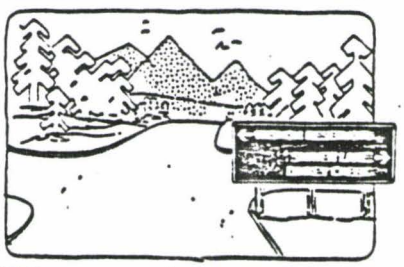
FOREST MARKER
FM-3



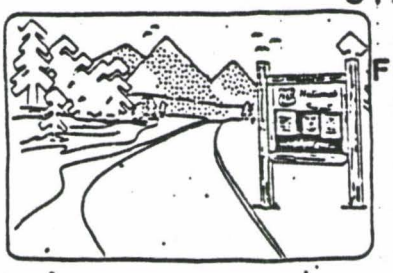
RECREATION IDENTIFICATION
LARGE RIL-8

"STANDARD HIGHWAY SIGNS"

FOREST SERVICE COLORS



FOREST GUIDE
FG-4



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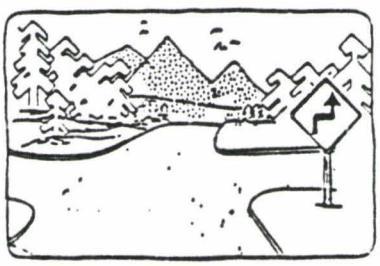
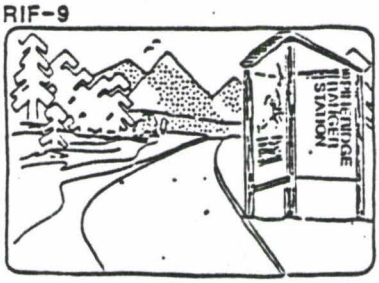
RIF-9



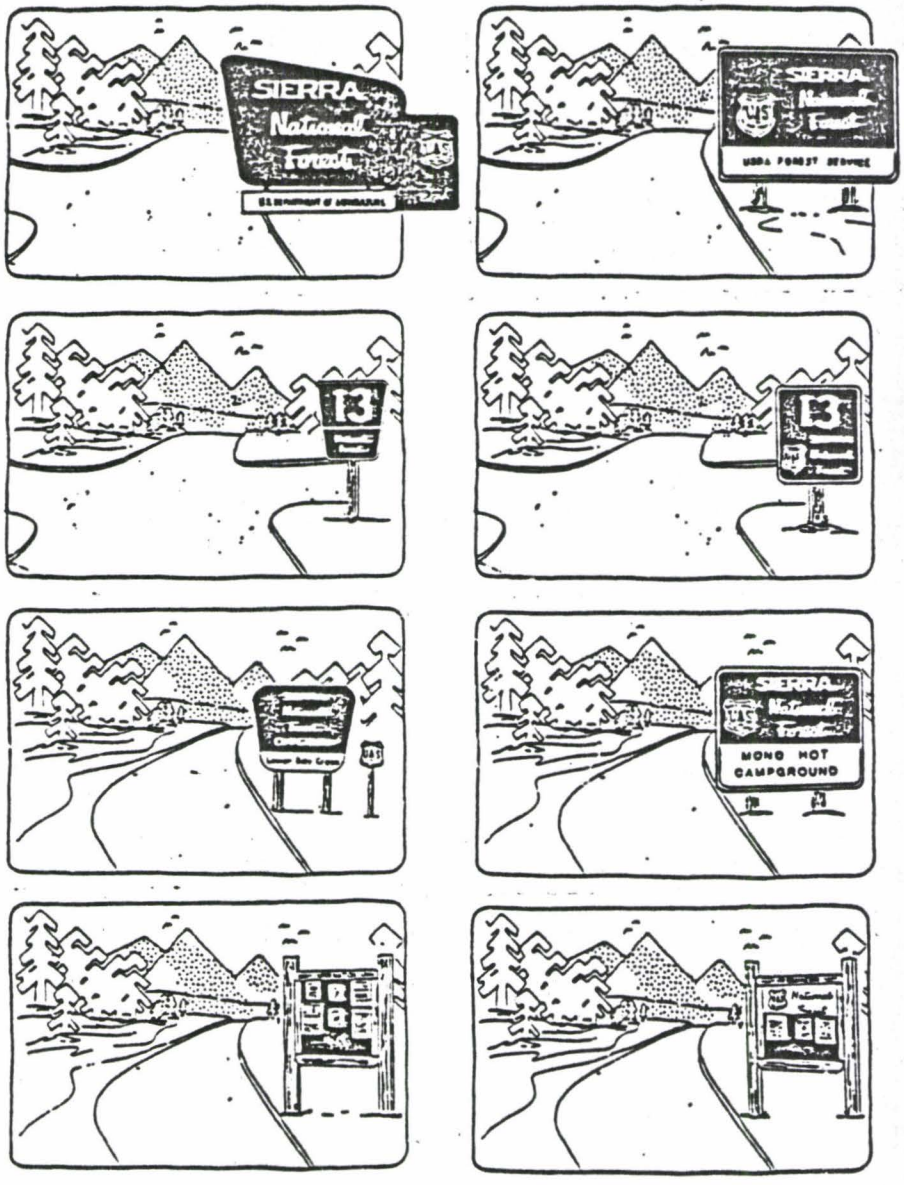
WARNING
W-5



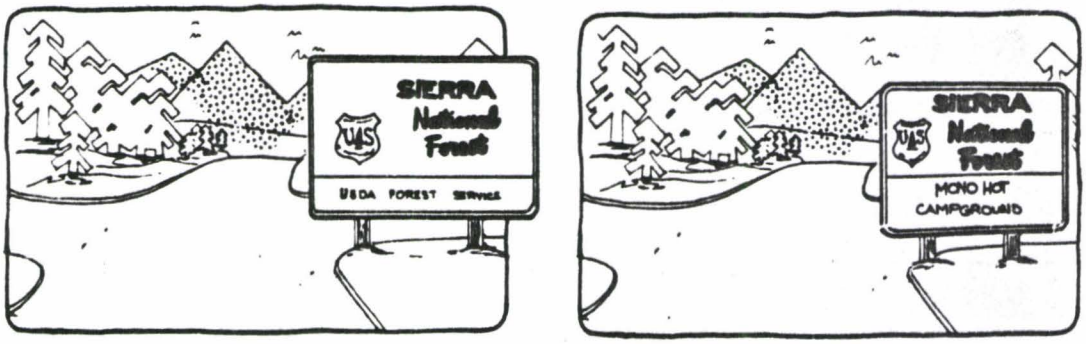
RECREATION INTERPRETIVE
RIN-10

EXISTING IDENTIFICATION SIGNS (NON STD. HWY. SIGNS POOR NIGHT READABILITY)

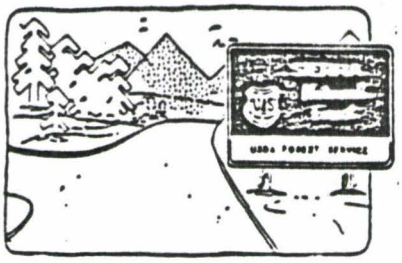
PROPOSED IDENTIFICATION SIGNS (STD. HWY. SIGNS WITH F.S. SHIELD & COLORS)



"SHIELD ON BOARD" DESIGN



AN IDEAL SEQUENCE OF INFORMATION USING STANDARD HIGHWAY IDENTIFICATION & INFORMATION SIGN SYSTEMS



FOREST IDENTIFICATION
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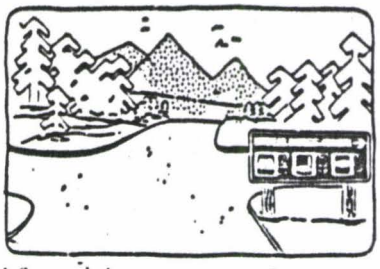
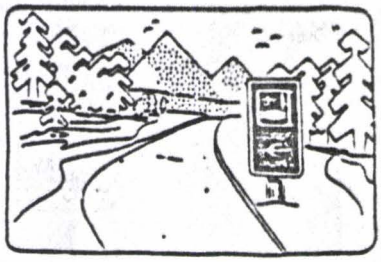
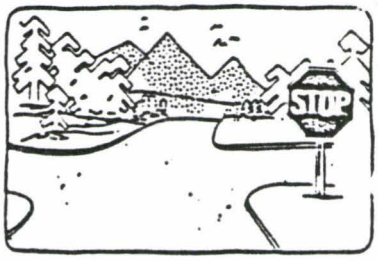


RECREATION GUIDE
(10-40 MPH) RG-6



RECREATION GUIDE
(0-10 MPH) RG-11



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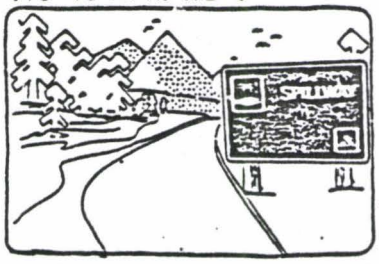
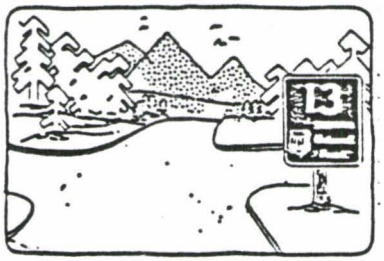
R-2

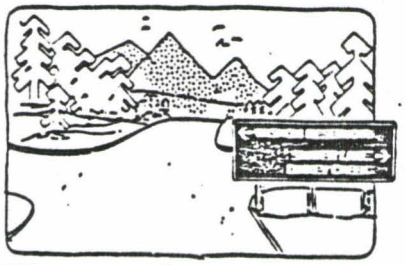


RECREATION IDENTIFICATION
SMALL RIS-7

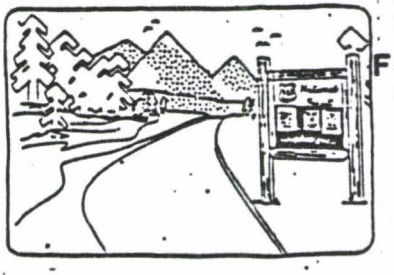


FOREST MARKER
FM-3

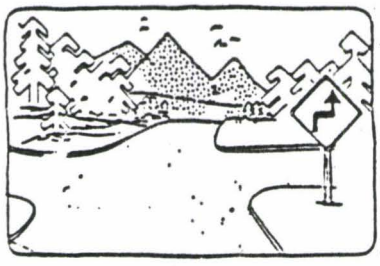
RECREATION IDENTIFICATION
LARGE RIL-8



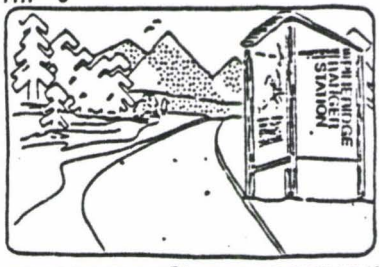
FOREST GUIDE
FG-4



RECREATION INFORMATION
RIF-9



WARNING
W-5

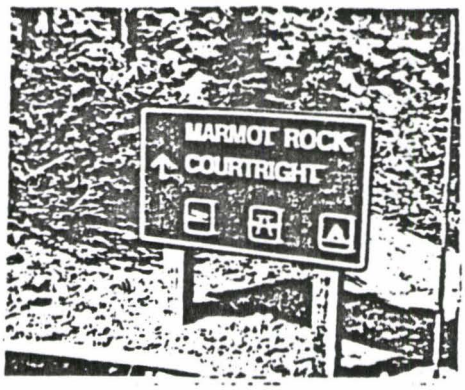


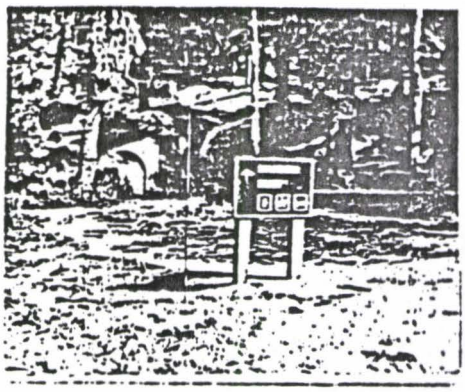
RECREATION INTERPRETIVE
RIN-10

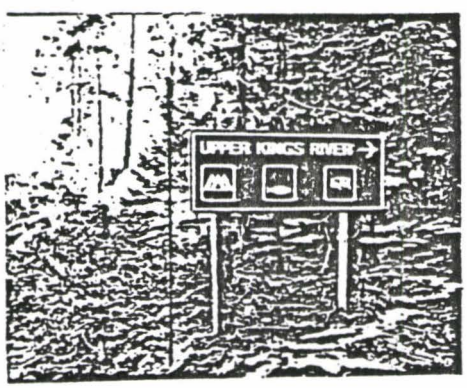
"STANDARD HIGHWAY SIGNS"

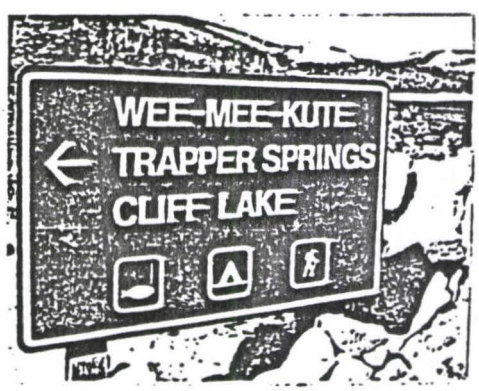
FOREST SERVICE COLORS

GUIDE SIGNS USING STANDARD RECREATION SYMBOLS
0-30 MPH DAY & NIGHT READABLE









"FEDERAL RECREATION SYMBOLS"

1.0

INTRODUCTION

1.0 INTRODUCTION

1.1 Statement of purpose

The purpose of this Communication Plan is to have a guideline document which recommends ways in which the Sierra National Forest can manage its image with the public. This document is to be in accordance with the United States Department of Agriculture - Forest Service Handbook standards and Draft Sierra National Forest Land Management Plan - LMP.

This proposed communication plan is needed to analyze, review and recommend how the forest's image and identification can be improved with the public. New or revised systems for guide/information signs, information methods, interpretation methods, official uniforms , facility motifs, and public contact methods will be recommended.

1.2 Opportunities

This document provides an opportunity to analyze some of the forest's perceived images and examine why the Forest Service's credibility and professionalism are sometimes being questioned by the public. Opportunities also exist to improve the Forest's information and interpretive systems, correct existing identity problems with recreation facilities that are being built on forest administered lands by utility companies and state agencies. Opportunities also exist to examine the issue of possible loss of public awareness within some concessionaire operated Forest Service recreation areas.

1.3 Public Concerns

This communication plan analyzed the following concerns:

1. Is the Sierra National Forest taking full advantage of all opportunities to influence its image through all levels of public contact?

2. Should Sierra National Forest credibility and leadership in natural resource management be promoted and identified as a balanced program with recreation resource image building a priority?

3. Should the Sierra National Forest retain its visibility in the recreation areas that are admininisted by the Forest Service but built or operated by others?

4. Should communications by information systems, interpretive systems, identifications systems, sign systems, area motifs, and recreation use systems be reanalyzed and revised as necessary?.

2.0

CRITERIA

2.0 CRITERIA

2.1 SOCIAL, DESCRIPTIONS AND ANALYSIS OF POLICY

2.1.1. Recreation

The Sierra National Forest has a variety of elevations, climates, vegetation, and natural and person-made attractions that draw recreationists. It ranks among the top 10 percent of all National Forests within the United States in recreation use. Uses of between four and five million recreation visitor days a year are consistently recorded. Demands for all types of recreation use are expected to increase each decade. Conflicts for activity space among user groups, and between recreation activities and resource management and uses, are now occurring and are expected to intensify.

There are a large number of recreation facilities and opportunities available to the public within the National Forest. Brushy front country, dense forests, two groves of giant Sequoias, deep river canyons, many natural and person-made lakes and glacial valleys make the Sierra National Forest a popular recreation area. Much of this rugged terrain is preserved in its natural state. Today more than forty percent of the forest is within one of the five designated wilderness areas, including the John Muir, Kaiser, Ansel Adams, Monarch and Dinkey Lakes. In addition, adjacent to the Forest are two of the most popular national parks in the United States, Yosemite and Sequoia-Kings Canyon, both which have outstanding recreational opportunities available.

At present the Forest can accommodate approximately 14,000 people at one time in the developed recreation areas. It is predicted that additional recreation facilities will be needed in the future. Some facilities could be accommodated in major recreation areas such as Bass Lake and Huntington Lake. However, most increases are being made in association with new or relicensed power projects. This trend is likely to continue. Many of the existing facilities that were developed in the 1960 period should be upgraded to meet 1990 user demands. Additional user supervision and controls will be necessary at some recreation sites to reduce user conflicts and resource damage. Many of these supervision and operations controls will be handled by private concessionaires operating under permits to the Sierra National Forest.

There are over 35 different recreation uses that people actively participate in on the forest outside of the developed areas. The forest calls this use dispersed recreation. These uses include camping in non-developed sites, hiking, fishing, cross-country skiing, sailing, horseback riding, auto driving and off-road vehicle use. Some of the greatest potential for resource damage and user conflict are associated with dispersed recreation activities. Increased user supervision and control has been, and will be, required to reduce conflicts between users and to mitigate resource damage.

The Forest's draft land management plan indicates that a broad spectrum of recreational opportunities will be provided to the public in accordance with identified needs and demands. The plan indicates that visitor information and

interpretive facilities will moderately expand with a full range of interpretive services provided at recreation use centers.

The Forest is within a one-hour drive from Madera or Fresno, a three-hour drive from Stockton or Bakersfield, and a six-hour drive from San Francisco or Los Angeles. This totals about 20 million people that are within a day's driving distance of the forest. State highway #41,and highway #140 ,which runs through the eastern portions of the Forest,are two of the three major access systems for Yosemite National Park. State highways #41, #49, #140, #168 are major paved scenic roads that provide direct and indirect access to the forest's eleven major reservoirs, lakes and recreation facilities.

2.1.2 **Information services**

The Forest is interested in distributing resource information to the public. The Forest objective is to have all those who desire have an understanding of Forest Service programs, activities and services and to involve them in Sierra National Forest decisionmaking processes. The Forest will provide information to the public on how they can make use of the Sierra National Forest System Lands, resources and facilities and will also provide educational opportunities to develop knowledge, interest, and understanding of natural resources and the environment. The Forest will provide the public with orientation to, and interpretation of, the cultural and natural resources found in the Sierra National Forest.

The Sierra National Forest Supervisor is responsible for leadership, planning, coordination and execution of all public information and public involvement activities in the Forest zone of influence. This includes designating a Forest public affairs officer with responsibilities for leadership in planning, coordinating, and carrying out Forest public information programs. It also includes providing for the establishment and maintenance of visitor information on programs to interpret the Forest resources and their management to the public.

The Sierra National Forest District Rangers are responsible for planning and carrying out district and public involvement policies, programs and activities within the district zone of influence. They will identify current issues at the district level and develop information action plans to help resolve them. An issue is a problem or condition that constrains the range of management practices as identified by the public during the land and resource management planning process or similar processes. District Rangers will also provide for establisnment and maintenance of visitor information programs to interpret Forest resources and management to the public.

The Sierra National Forest Staff Officers are responsible for information and education related to their staff assignment. The Forest Staff Recreation Officer will be responsible for all purpose programs within the Forest Headquarters assigned areas. This includes Fresno,Clovis,Yosemite, Sequoia and Kings Canyon National Parks and all Fresno/Madera County areas.

2.1.3 Interpretive services

Interpretation can be defined as a presentation of inspirational, educational, and recreational values for Forest visitors. Interpretation is the revelation of the larger truth that lies behind any statement of fact. Information on the other hand is general, factual, directional and regulatory statements not wholely or primarily directed towards interpretation.

The interpretive policy for the Sierra National Forest indicates that to carry out the visitor information services objectives, on-the-ground interpretive services will be planned and programmed in the Forest. This on-the-ground service will be identified to the public as visitor information service. Interpretive objectives for the Forest will be to help visitors orient themselves to the National Forest areas, inform visitors of recreation opportunities and facilities, give visitors information important to their health and safety, interpret the natural and social history of the area, interpret the workings of the national forests and receive and record the views of visitors.

Visitor information service planning will include evaluation of opportunities in or adjacent to recreation facilities, scene of Forest Service management activities, existing and planned highways, roads and trails. The needs for visitor information service will be considered in planning new recreation areas, other Forest Service sites and facilities and in redesigning and rehabilitating those in existence. The policy of the Sierra National Forest is that every recreation visitor to the Forest will be made aware, shortly after entering, that visitor information is available at specific locations. All programs will maintain a balance in subject matter between interpretation of the environment and information about the Sierra National Forest. The identity and role of the Forest Service is very interesting to visitors and will be clearly explained during all activities. All elements of the program trails, signing, information stations, brochures etc. are to be kept in character with the Forest environment where they are found. The Sierra National Forest will do its own Interpretive Services planning and will incorporate the results in the Forest Plan. Every Interpretive Services facility, large or small, will be developed through a written project plan.

Personnel for visitor information service work will be carefully selected. They will have both the desire and ability to do the job assigned and to project a favorable Forest Service "image." Training and orientation shall be provided to all employees of the visitor information service who will do on-the-ground interpretive work. All employees performing visitor information service work will wear the prescribed uniform.

2.1.4 Official uniform

The official Forest Service uniform is to be worn by all employees who will provide assistance to the public. The uniform is worn to provide ease of identification for the public who need assistance with safety and information. The uniform provides authority and identification when representing the government in activities such as law enforcement, fee collection and contract

administration. Wearing the uniform helps to obtain better cooperation in recreation use and provides visibility so that vandalism and damage to public property are lessened.

The policy of the Sierra National Forest is to allow the uniform to be worn by all employees who will have substantial, essential,frequent or recurring non-office contact with normally uniformed employees. The same criteria will be used to determine which volunteers and hosted workers shall be in uniform. The uniform will be maintained and worn properly. The official Forest Service badges and patches will be worn on the uniform only.

The Forest Supervisor will authorize uniforms for positions that meet these criteria. The purchase of uniforms and uniform accessories is the responsiblity of the individual employee. The Forest Service will not furnish the uniform. Public Law 97-257 authorizes the Forest Service to grant uniform allowances not to exceed $400 per year to employees who are granted permission to wear the uniform.

Types of uniforms include the "dress/standard," "field," "winter work," "lifeguard" and the "volunteer vest". The Sierra National Forest has authorized all line officers, the Public Affairs Officer, the Supervisor's Office Receptionist, all visitor information personnel and up to two clerks per Ranger District to wear the dress or standard uniform. Twenty-eight positions on the Sierra National Forest have been authorized to own and wear the Field Uniform. Forest Supervisors may suggest additional positions to be designated.

The complete uniform designated for the position will be worn. Mixing of any uniform component with civilian clothing is not permitted. The field uniform will be worn when the nature of the work is informal or when field work is required. This would include public meetings, meetings or training where other non-Forest Service persons will be in uniform, supervision of contract employees, and interpretive or information work that is field oriented. On the Sierra National Forest each unit supervisor or unit head has the authority to determine those personnel who are to be authorized the field uniform. Volunteers involved in VIS programs will be provided a uniform which will be purchased and owned by the responsible unit.

The official bronze badge, uniform insignia and nameplate are furnished to employees to wear with their official uniform when performing official work. The large bronze pinetree badge shall be worn only by employees wearing an approved uniform. Volunteers are not authorized to wear the bronze badge and will not be issued one. The official insignia patches are for use on the official uniform components.

2.2 LAND USES, DESCRIPTION AND ANALYSIS OF POLICY

2.2.1 Motifs

The Sierra National Forest has close to 100 developed recreation areas with a summer and winter capacity of over 14,000 people at one time. These areas have been constructed at various times over the last four decades. Today many of the recreation areas are examples of good management and suitable design standards. However, since the areas have been built at different times, with different design standards, some of the old facilities and equipment are not up to present-day standards. In fact some of the new recreation facilities being built on Forest Service administered lands by the utility companies were built to non-Forest Service design standards. Good maintenance efforts cannot eliminate the visual image of substandard recreation facilities.

Because of these concerns the Sierra National Forest completed a Visual Character Plan in 1983 which included a motif plan for each major recreation area or zone in the forest. This plan complimented the 1985 draft Forest Land Management Plan which indicated that all facility designs will be compatible with and subordinate to the landscape's natural characteristics within these Forest Service recreation areas. The Visual Character Plan suggested the standardization of recreation facility designs. This included all elements composing the facilities like line, form, color, texture and materials. By controlling these elements, it was determined that all facilities could begin to develop a distinct visual appearance which would continue as a coherent theme in a recreation area. The plan also established an area identity for each area. Areas which differ due to user type or purpose and character could further be developed to increase this individuality. This allowed management to respond to special situations that affected the area's practices that were not forest-wide.

Some of these items need definitions. The Visual Character Plan is a set of guidelines defining line, form, color, texture and materials to be used in an area. An area motif plan recommends a standard line, form, color, texture, and material that creates a recurring theme for a defined area. A characteristic landscape is the naturally established landscape within a scene. It is the overall impression created by its unique combination of visual features such as land, vegetation, water and structure as seen in terms of line, form, color and texture. Line is silhouette of form. Form is the shape or structure of an object. Color is color. Texture is the tactile surface as implied by the size, shape, density and proportion of its parts.

There are six area motif zones on the Forest. They include the Bass Lake, Huntington Lake, Courtright/Wishon and High Sierra Recreation Areas. The Foot Hill and Mixed Conifer zones are large general areas with specific motif plans.

An example of the Courtright/Wishon area motif plan is as follows:

Existing Characteristics

trails. Guide (directional) signs include directional, destination, information, route/mile markers, recreational symbol, bulletin board and Forest entrance signs. These guide signs are regulated and designed by the Forest Service and illustrated in the Forest Service Sign Handbook (FSH). The recreational symbols are Federal standards and used throughout all National Parks and Forest recreation areas.
There are some California State Off-Highway Vehicle (ORV) signs and some winter sports signs that are used on the Sierra National Forest that are regulated by other Federal or State agencies.

The posters and small metal signs include notices, directions, warnings, information and other notices that need to be posted only for periods less than six months. Small metal signs may be used for temporary or permanent installations. These posters or small metal signs are regulated and designed by the Forest Service and illustrated in the Forest Service Sign Handbook (FSH).

The Sierra National Forest uses a systematic planning procedure to plan the design and installation of all forest signs. This includes collection of field data, analysis and an action program. Field data includes the location of existing signs, installation date, condition and message color. The analysis portion examines if the sign message, location and installation are in accordance with all the guidelines and objectives indicated in the "Forest Service Sign Handbook" (FSH) and "Manual on Uniform Traffic Control Devices" (MUTCD). The action program addresses the planning, design, procurement, installation and maintenance of all traffic control devices, special signs and posters. This program is usually projected for at least 3 years and updated annually.

The Sierra National Forest policy is to make no design variations to the Traffic Control Signs regulated by FHWA and traffic control devices regulated by MUTCD. There will be no changes to the federal recreation symbols; Forest Service shield; National Forest logotype; and the family of shapes for signs unless a proposal is submitted and approved through appropriate channels. There is also limited opportunity for design variations to the Guide and Posters and Small Metal Signs. There may be design changes for special signs that include interpretive/prevention posters and some informative panels. The objective of the Sierra is to provide the public with signs that are uniform throughout the Sierra National Forest and other national units.

Guide signs that include Forest entrance signs are also referred to as identification signs, or family of shapes series. These types of signs will be installed in accordance with the Forest Service Sign Handbook(FSH). Guide signs that include information and are also referred to as Visitor Information Services (VIS) signs will be installed as required by the designer. All Traffic Control Signs will be installed in accordance with the standard Forest Service Handbook MUTCD standards.

2.2.3 Recreation uses

The Sierra National Forest recreation use will increase substantially as more private lands are closed to recreation use. Methods to measure and control this increased use in sensitive Forest areas will become more important. Dispersed recreation needs will also have to be met with systems to help educate the public about Forest opportunities.

The National Forest recreation system now carries about 40 percent of the use on Federal Lands. This may be increased to over 70 percent in the future. The Sierra National Forest already ranks among the top 10 percent in national forest recreation use in the United States. One of the reasons is that California is already top in the nation in tourism. The Sierra National Forest will have to put more emphasis on information, education and interpretation of the Forest in the future. User education will be emphasized through news items, brochures, films and TV systems.

Educating the typical user about proper ways of using the Forest areas could become an active objective of the Forest. Many people visiting the area around Fresno do not know what the Sierra National Forest has to offer. The Forest is not highly publicized. Many people plan their vacations around the surrounding National Parks because they do not know where to go and what excellent opportunities are available on the Sierra National Forest. Many of the low or middle-low socioeconomic income adults are unaware of the Forest Service's availability to them. Additional publicizing of leisure services may serve to further communicate the use of such services. Research has shown that those with low information levels are more likely to watch television and listen to the radio. Research has also shown that the most prevalent reason for some Forest limited or non-use is that people simply don't know the opportunities exist. In fact there is a growing number of people from all social groups who have little experience or contact with the natural environment. They develop few guidelines about the acceptable ranges of behavior for different kinds of recreation experiences. Some responsibility may fall to the resource management organizations to provide information about living in and with the natural environment. Some public leisure administrators in parts of California are recognizing this, and are beginning to inform and market the facilities to the public in much the same way as the commercial leisure service sector does.

New efforts to inform the public about the Sierra National Forest will probably be done by nontraditional means. The use of radio and cable and non-cable television advertising as well as other types of public service announcements may become standard communication methods available to the Forest. Development of identifiable logos and symbols for areas and promotions in commercial shopping malls also may become the norm. For example, the Forest Service's Washington office has put together a public information national TV program known as "Room to Roam" that conveys the importance of the National Forest and what is available. The program will provide TV and radio and public service announcements and print ads for magazines and newspapers. These items are currently being distributed. The Sierra National Forest, the

Fresno California area, and especially the public will benefit from these types of communication packages. The program was jointly prepared by the National Tour Association and the Forest Service as members of the Travel for Tomorrow Council. The "Room to Roam" package will help the Sierra by increasing public awareness of Forest Recreation opportunities. Other examples indicate that some employees of the Forest Service are attending workshops on how to appear on TV cameras. Some of these workshops are being put on by companies experienced in training executives who have to appear on such programs as "60 Minutes" and the "Phil Donahue Show." All of these new methods will help the public understand the purpose of the Forest Service and the Sierra National Forest in particular. The image of the Sierra National Forest will be improved as a result of these types of programs.

3.0

ALTERNATIVES

3.0 ALTERNATIVES

Three communication alternatives including the recommended action items are described along with their respective impacts. Three alternatives are presented so their effects can be compared and evaluated. This evaluation of effects was to be the basis for selecting the preferred alternative. In summary the alternatives are:

Alternative A The no action alternative
Alternative B The preferred alternative (includes all recreation areas)
Alternative C The Forest alternative (includes all Forest areas)

The principal components of each alternative are the Information, Interpretive, Uniform, Motif, Sign and Recreation use systems. Components (signs for example) could be prioritized by action items as outlined in implementation plan 4.4 for the preferred alternative.

3.1 Evaluations of alternatives

Descriptions of the alternatives with respective action items are:

3.1.1 Information/Interpretive

Alternative A - Defer for an indefinite time any new information/interpretive activities that are recommended in this plan. Continue existing Forest information/interpretive activities.

Alternative B - Analyze the existing recreation information and interpretive materials available at the Forest Supervisor's office and the four District offices. Selection of the best materials for use on the 1,300,000 acre Forest will be updated and become available to the public.

A review of the existing recreation visitor information programs will be completed and recommendations made as to which programs should stay,expand or be deleted.

Evaluations as to what kinds of interpretive opportunities within all the developed recreation areas, roads and activities will be made to determine what kinds of visitor information can be provided to the public. Analyzing all the existing information/interpretive stations within the recreation areas will also be made to determine if any stations need upgrading or removing.(see appendix, Interpretive Systems)

Completing six recreation area interpretive service plans will be made to fulfill the Forest Land Management Plan (LMP) requirements. This will insure that essential information is available to the public within the recreation areas.

Alternative C - Complete the recreation action items described in Alternative B plus complete the rest of the action items for the entire Forest.

3.1.2 Uniforms

Alternative A - Defer any new proposals. Continue existing Forest uniform management activities.

Alternative B - Every recreation supervisor's office and district person who is involved with recreation management will be authorized to wear a field uniform while working, visiting recreation areas.

The Sierra National Forest will authorize the purchase of official field uniforms to employees, hosts, volunteers, or concessionaires who may be hosting VIS activities. Volunteers, hosts will be provided official vests within recreation sites while performing recreation duties.

Alternative C - Complete the recreation action items described in Alternative B plus complete the rest of the action items for the entire Forest.

3.1.3 Motif

Alternative A - Defer any new proposals. Continue existing Forest motif management activities.

Alternative B - Complete reviews of the existing four recreation area motif plans. After analyzing the plans, complete updating and rewriting will be completed as necessary. (see appendix, Motif Systems)

Alternative C - Complete the recreation action items described in Alternative B plus complete the rest of the action items for the entire Forest.

3.1.4. Signs

Alternative A - Defer any new proposals. Continue existing Forest sign management activities.

Alternative B - Analyzing all Forest recreation area sign plans will be completed along with updating as necessary. A sign action program will be accomplished by reviewing the planning, design, procurement, installation and maintenance of all traffic control devices, special signs and posters for each recreation area. Area sign plans will be graphically documented. (see appendix,Sign Systems) The ideal sequence of signs and messages will be shown on the sign plans for each recreation area. (see appendix, Information Systems) All identification (entrance), guide, regulatory, warning and information sign locations will be shown on the sign plans. All recreation guide international symbols will also be shown on these plans.

After this analysis is completed, all non-standard guide, posters and small metal signs will be replaced with standard signs as indicated on the

recreation sign plans as others are defaced, destroyed or found to be incorrect. All non-standard information recreation posters/signs on Forest Service Administered lands that are operated by PG&E/SCE or concessionaire will be removed and replaced with joint or standard Forest Service signs. The joint Forest PG&E/SCE information signs will be analyzed for proper Forest Service shield identifications and corrected as necessary. The recreation area identification signs will be upgraded to either the RIS-7 or RIL-8 series. (see appendix, Information Systems)

Alternative C - Complete the recreation action items described in Alternative B plus complete the rest of the action items for the entire Forest.

3.1.5 Recreation uses

Alternative A - Defer any new proposals. Continue existing Forest recreation management activities.

Alternative B - Acquire the "Room to Roam" Public Relations package that was completed by the Washington Office and loan it to local TV stations.

The Forest will determine if making a local recreation commercial film will improve their corporate image. Private Public Relations firms will be contacted to see if this is feasible.

A handout will be produced that tells the public what the Sierra National Forest does and what the Forest recreation mission is. Mail out status reports will be sent annually to local leaders, Chamber of Commerce and civic groups explaining what the Forest does in the recreation field.

The Forest public relations image will be increased by having employees attend more outside recreation meetings; trying to get more local media/paper coverage of the Forest recreation activities; providing cassette radio announcements on recreation activities; having offices staying open longer hours; displaying what to do photo album and ROS maps at Forest Supervisor and District office counters; Posting Recreation Opportunity Spectrum (ROS) information on the activities,settings and experience at each recreation site; having a TV/computer available with recreation information at office counters; producing a recreation map that ties in with actual field or road location markers; having a phone answering service concerning recreation activities for non-office hours; and upgrading the Forest identification shield/signs to the FI-1 revised standard highway series.(see appendix, Identification Systems)

Alternative C - Complete the recreation action items described in Alternative B plus complete the rest of the action items for the entire Forest.

4.0

DISCUSSION, IMPLEMENTATION

4.0 DISCUSSION, IMPLEMENTATION

The consequences of implementing each alternative are outlined on the following pages.

4.1 SOCIAL

4.1.1 Recreation

Alternative A - Information to the public concerning what the recreation management concerns are and what opportunities are available to them would not be as easily available. The recreation mission of the Forest would not be highlighted to the public or to the politicians. A no action alternative.

Alternative B - Information and interpretive documentation to the public would be easier to find within the recreation areas. Many of the Forest's recreation highlights would be communicated to all those concerned. Management of the thirty-five different recreation uses would become easier to control with this improved communication network. Resource damage to the environment by the user would be reduced through education. Conflicts with user groups would be reduced through better communication methods. More dispersal of recreation use would become a reality. The 14,000 people at one time in the developed sites would have more "how to" and "where to go" information available. More lower social economic groups would become familiar with the Forest recreation resources.

Alternative C - Opportunities for recreation type enhancement would be increased in all Forest areas including the recreation areas in Alternative B.

4.1.2. Information services

Alternative A - Analyzing, expanding, identifying and reviewing all the existing recreation informations materials available to the public on the Forest level would be minimized. A no action alternative.

Alternative B - All the Forest recreation information materials available to the public would be researched. Decisions regarding the quality of this material would be achieved. Updating the quality of recreation information materials would be made. Visitor information services would be provided at all recreation sites where this opportunity does not now exist. Some information stations would be rehabilitated as opportunities were made available or removed if the stations were determined to be non-functional. The Forest public affairs officer and the Forest recreation staff officer would continue with leadership in planning, coordinating and carrying out the Forest public recreation information programs. The Forest would continue to provide the public with orientation to and information about the cultural and natural resources found in the Sierra National Forest.

Alternative C - Opportunities to enhance the information materials and systems would be increased to all Forest areas including the recreation areas in Alternative B.

4.1.3 Interpretive services

Alternative A - Analyzing, expanding, updating, identifying and reviewing all the current interpretive materials and systems would be minimized. A no action alternative.

Alternative B - Reviews of the existing interpretive materials available to the public would be made at a Forest and District level. Decisions as to which are the best quality materials that should be available to the public would be made. All recreation visitor information/interpretive programs sponsored by the Forest Service would be reviewed and updated or deleted as necessary. Visitor information services would be provided at all recreation sites where this opportunity does not now exist. Four interpretive service plans would be completed for major Forest recreation areas. These interpretive plans would be incorporated into the Forest Land Management Plan. Some interpretive stations would be rehabilitated if found to be non-functional. Evaluating what types of interpretive opportunities exist within the developed recreation areas and along sensitive scenic roads would be achieved. A favorable Forest Service "image" would be provided by all Forest employees because they would be cross trained in host-interpretation methods.

Alternative C - Opportunities to enhance the interpretive materials and systems would be increased to all Forest areas including the recreation areas in Alternative B.

4.1.4 Official uniforms

Alternative A - Opportunities to increase the Forest image through the use of uniforms would be minimal. A no action alternative.

Alternative B - Each Forest recreation employee would be required to wear the official field uniform while performing official duties within recreation areas. Each employee who would have a chance to meet and talk with the public would be required to wear the official field uniform. The Forest would complete a host/law enforcement review schedule for each recreation area to make sure the Forest would have representation within the recreation areas that are on Forest Service administered lands. This would apply to the recreation areas that are operated and maintained by the Pacific Gas and Electric or Southern California Hydro Companies or the contracted concessionaires on Forest Service Administered Lands. The Forest Supervisor would authorize the purchase official Uniforms to employees who do not have uniforms but must perform official duties within Forest recreation areas and may see and talk to the public. Official vests would also be purchased and be available to volunteers performing official duties within recreation areas.

Alternative C - Opportunities for uniform type image building would be increased on all Forest areas including the recreation areas in Alternative B.

4.2 LAND USES

4.2.1 Motifs

Alternative A - Opportunities to upgrade the Forest's area motif plans within the recreation areas would be limited. A no action alternative.

Alternative B - The Forest would make a review of four existing recreation area motif plans. The visual character plan of each area would be analyzed for line, form, color and texture. A determination whether the correct kind of materials are used in the recreation retention areas would be made. It would be determined if the facilities have a distinct visual appearance or theme. The image of the Forest Service facilities that were constructed by Pacific Gas and Electric or Southern California Edison hydro companies which are on Forest Service Administered Lands would be reviewed and changed accordingly to meet these motif plans. The motif plans would be updated and rewritten as necessary.

Alternative C - Opportunities for recreation motif upgrading would be increased on all Forest areas including the recreation areas in Alternative B.

4.2.2 Signs

Alternative A - Opportunities to upgrade the Forest's signs within the recreation areas would be limited. A no action alternative.

Alternative B - The Forest would analyze all recreation areas to see if existing area sign plans are available. Recreation area sign plans would then be completed for any necessary areas. These sign plans would include the locations of all traffic, guide and poster signs as directed by the Forest Sign Handbook. The Forest would then remove all non-standard guide, poster and small metal signs from the recreation areas where these signs are no longer required. The installation of the Federal Standard Recreation symbols, standard guide signs and use of the standard shield would be a major criteria within the recreation areas. The correct sequence of signs and messages would be considered in the design of the new sign plans. A sign action program for each recreation area would also be completed.

The Sierra National Forest would review all the "Family of Shape" entrance or identification signs. A proposal for a "shield on board" design would be designed and submitted for Washington Office approval. These RIS-7, RIL-8 and FI-1 (see appendix) revised standards signs would represent a major change from the "Family of shape" signs. The new signs would retain the standard colors and retain the National Forest word motif, however the shape would be retangular, the word message would have a border, the message would be readable at night (scotchlite), the sign face would be fabricated with plastic films (scotchlite/scotchal) mounted on high density plywood or metal, and the standard Forest Service shield would be relocated to the left of the message and be incorporated (shield on board) as part of the sign message. The signs would initially cost about 75 percent less than the existing family of shape signs to fabricate and install. The maintenance cost would also be reduced.

All joint Pacific Gas and Electric or Southern California Edison type signs would be analyzed for proper Sierra National Forest credits. Updating the Forest Shield/logotype/message system would be completed on these signs if necessary.

Alternative C - Opportunities to enhance the signs would be increased to all Forest areas including the recreation areas in Alternative B.

4,2,3 **Recreation uses**

Alternative A - Opportunities to upgrade the image of the Sierra National Forest would be limited to the existing management plan of the Forest. A no action alternative.

Alternative B - Many of the problems associated with educating the public concerning the Forest's recreation areas would be eliminated if some of these action items could be implemented. The Forest would acquire the "Room to Roam" package which would be shown on the local TV stations. This message would give the public a good idea of what the mission of the Forest Service is. The Forest would analyze if making a local Forest "Image" commercial is feasible and would examine the feasibility of a local Public Relation firm doing the job.

The Forest would produce a handout that tells the public and local politicians what the Forest does. This would help the Sierra tell the story of how recreation is so important to the public, the Forest and to the local economy.

The Sierra National Forest would be proactive with the public by having more employees attend more public recreation meetings that relate to the Forest. Relationships with local recreation groups would be strengthened.

Cassette tapes would be made and distributed to local radio stations. TV/computer would be available at the district and supervisor's offices so that the public can view recreation facts concerning the Forest. The Forest would develop a photo album at all the districts and supervisors Offices. This would give the public visual pictures of where to go and what to see on the Sierra National Forest. The Forest would also produce recreation maps that would be available to the public and tied in with standard road markers in the field for public "where you are" location purposes.

Alternative C - Opportunities to enhance the public image of the Sierra National Forest would be increased to all Forest areas including the recreation areas in Alternative B.

4.3 COSTS

The Forest has a budget of around fifteen million dollars a year. This has been decreasing because of less spending emphasis by the Federal Government. About five million is received by the Forest each year in recreation fees and timber sales receipts. This communication systems plan, if implemented, will cost under one percent of the Forest's existing budget. The Forest already spends about $70,000 a year with the existing Alternative A operation and maintenance management activities. This communications plan analysis indicates that the Forest could initially spend about $114,000 in alternative B or about $135,000 in alternative C.

The cost of implementing each alternative is estimated to be as follows:

4.3.1 **Alternative A,** the no action alternative ($70,000 annual existing cost)

Information ($8,000)

The Forest currently spends about four to five thousand dollars a year on information handouts and maps for the public. It is estimated that this trend will continue. This includes around $2,000 a year which is spent by the Three Forest Interpretive Association to produce their own publications and sell them to the public. Add one person month for administration at $3,000 a year total cost.

Interpretive ($1,000)

There are no funds allocated for "interpretation" on the forest. There are no persons responsible at the supervisors level for the monitoring of these activities. Because of the current budget decreases this trend may continue. A few things are getting done through the Three Forest Interpretive Association and other creative funding processes at the ranger district level. Add one person two weeks a year for administration at around $1,000 total cost.

Uniforms ($40,000)

The Forest has close to 175 permanent, seasonal, or volunteer persons authorized to wear the official uniform. It costs about $40,000 a year just to keep these employees in uniforms. Around 235 people out of 300 employees will be wearing the uniform by 1987 with a total operation and maintenance cost of $47,000.

Motif ($3,000)

Approximately $3,000 a year is spent on paints throughout the forest to maintain the recreation facilities in the approved motif colors.

Signs ($17,000)

It has been estimated that the Forest allocated about $10,000 a year to maintain the guide/regulatory signs on the Forest. A single highway guide(directional) sign will cost from $200 to $500 dollars. These are the standard ones that can been seen day and night. Another $5,000 a year is usually spent on the recreation identification /guide signs. These monies are spent to maintain signs if they need replacing or upgraded. A single Forest identification (entrance- Family of Shape) signs could cost around $2,000 to $5,000 if it had to be replaced with a new board and base. Add one person month for administration at $2,000 cost per year.

Recreation uses ($1,000)

There are currently no funds being spent by the Forest Service for commercials, local image documents for local radio stations,photo albums for office counters, computers for the public "where are you" and "what can we do" use. There is about $2,000 a year being spent on information posters within the recreation areas. Add one person one week each year for administration at about a $1,000 total cost.

4.3.2 **Alternative B** Recreation area preferred alternative ($114,000) initial cost, $70,000 annual O/M cost)

Information ($10,000)

Completing all the recreation area action items in this alternative will initially cost about $5,000 annually. Annual O/M cost will be around $2,000. Add one person month for administration at close to $3,000 a year.

Interpretive ($32,000)

Implementing the interpretive action items will cost three person months initially about $8,000 to complete. Installing the information boards and ROS maps will cost around $24,000 to install the boards at eight recreation areas.

Uniforms ($44,000)

Making sure approximately ten more persons will wear the official uniform within recreation areas will increase the O/M cost by $4,000 annually.

Motif ($3,000)

Approximately $3,000 a year will be spent on paints/stains throughout the Forest to maintain the recreation facilities.

Signs ($20,000)

Planning about eight recreation area sign plans will take one person close to four months to complete at a $10,000 cost. Replacing the non-standard signs with recreation guide symbol signs will cost close to $8,000 initially. Replacing about five identification signs per year with the new highway standards signs will cost about $2,000.

Recreation uses ($5,000)

Completing all action items in this alternative for the first year is estimated to cost about $5,000 a year.

4.3.3 **Alternative C** Forest alternative ($135,000 initial cost, $80,000 O/M annual cost

Information/interpretive ($45,000)

Uniforms ($50,000)

Motif ($5,000)

Signs ($25,000)

Recreation uses ($10,000)

In order to accomplish a few of these action items and manage the declining budgets the following creative funding processes are suggested:

* Have the Three Forest Interpretive association or equal association sell more maps, brochures, posters, Sierra National Forest cups/ T-shirts, music trips, tours, permit entry fees to recreation areas, seminars, visual hikes, historical hikes, overnight training, back pack shops to fund trails similar to ORV stickers. Many of these action items are already being done, it just takes someone to be responsible to get some of the others done.

* Spend only $500 on each new proposed highway type identification (entrance) sign as the old entrance signs need replacing. It would cost $1,500,000 to replace about 3000 signs on 140 National Forests. These signs would be readable and safer during the day and night. Replacing the old identification (entrance) signs as they become worn out would cost the Forest Service about $2,000 each or close to $4,500,000 if all the signs had to be replaced. Many of these existing signs are not readable at night.

* Encourage the Southern California Edison, Pacific Gas and Electric and California State Green Sticker agency recreation projects to be build on National Forest administered Lands if authorized. However make sure they follow the Forest Service's motif, sign, interpretive, information,and identification guidelines. Work these conditions into their agreements.

4.4 PLAN IMPLEMENTATION

The question is how to get all the action items completed for Alternative B and or Alternative C. This should be easy. Assign a project manager, a team of people, give them the responsibility and authority to get the job done. Too easy? Many of the management books indicate this is the way to do business, then why not do it? Many of these action items are already being done within the normal existing Forest operations.

The question is not if the items in alternative B or C should be completed but when. Many are essential to the Forest Service's mission. Many people from outside and inside the Forest Service are concerned with this paper's communication issues. There is a National Forest Service document completed in 1985 entitled "Communications / Awareness Discussions." This report was done by a Forest Service national communications task force which outlined many of the same action items outlined in this paper. One of the task force suggestions to strengthen the credibility and cooperation between the Forest Service and the public was to "Increase public image of field personnel. Bring back Smokey. Be more active in the community. Keep them informed, represented. Remove perception that Forest Service is single-use oriented. Cooperate more through professional societies. Demonstrate employee capabilities. Display your work."

The recommended steps for plan implementation of this paper is as follows:

4.4.1 STEP 1 Present at August/September 1986 team meeting.

Since the paper was written for the Forest Management Team, the first step is to present it to this team. The team could then make a decision whether this Recreation Communications Systems paper should be accepted in whole or in part, revised, rewritten, sent to the public for comments, or rejected. If the no action alternative is selected, there would be no need to go to steps 2 or 3. Each section, like signs/motif could be prioritized for action.

4.4.2 STEP 2 Complete all sections by September 1987.

If this paper is accepted in whole, mini task force teams with project managers could be formed for the Information/Interpretive/Uniform sections and motif/signs/recreation sections. The objective of these teams would be to see that the action items get completed in a timely manner.

4.4.3 STEP 3 Complete one section per year until 1991.

If the paper is accepted in parts, a project manager could be responsible for getting all or part of each section completed. For example a summary of the alternatives action items follow. If the management team wanted, only the "signs" section could be completed. They would pick the fourteen action items recommended for alternative B under "Signs" or the fifteen action items recommended from alternative C under "Signs."

4.4.4 **SUMMARY OF ALTERNATIVES:**

Alternative A The no action alternative

-Defer all new information, interpretive and uniform actions, continue existing Forest operations
_Defer all motif and sign actions, continue existing Forest operations
_Defer any new recreation user facility type activities, continue existing Forest operations

Alternative B The Recreation Communication system Preferred Alternative (includes all Forest Recreation areas) There are 53 action items. Prioritize by sections (information/interpretive or signs for example) then by action items.

Information/Interpretive
-Analyze all recreation interpretive materials available to the public
_Analyze all recreation information materials available to the public
_Expand range of interpretive services at eight Forest recreation use areas
_Update quality/quantity of recreation information materials sent to public
_Update quality/quantity of recreation interpretive materials sent to public
_Review all recreation visitor information programs sponsored by the Forest
_Identify recreation visitor information programs that could be on Forest
_Evaluate interpretive opportunities within all developed recreation areas
_Evaluate interpretive opportunities along all recreation,sensitive roads
_Require visitor information services be provided at all recreation sites
_Examine opportunities to provide interpretive systems at recreation activities
_Analyze all recreation type information/interpretation stations
_Rehabilitate selected recreation type information/interpretation stations
_Remove nonfuctional recreation type information/interpretive stations
_Incorporate the recreation area Interpretive Service Plans into the Forest LMP
_Complete four recreation area Interpretive Service Plans
_Prepare a training package for persons who will be recreation hosts,volunteers

Uniforms
_Provide each recreation employee who meets the public with a uniform
_Complete a host/law enforcement review schedule for each recreation area
_Require employees to wear the official uniform while within recreation areas

Motif
_Review four existing recreation area motif plans
_Update and rewrite the recreation area motif plans as necessary

Signs
_Analyze all Forest recreation area sign plans
_Complete area sign plans for recreation areas as necessary
_Include the locations of traffic/guide signs in the recreation sign plans
_Remove non-standard guide signs from all recreation areas
_Remove non-standard posters and small metal signs from all recreation area
_Install standard Federal Recreation symbols at all recreation areas

_Install Forest Standard Guide signs in all recreation areas
_Install Forest Service Standard shield and logotype in all recreation areas
_Complete a sign action program for each recreation area
_Analyze all Forest entrance signs and increase Shield size if necessary
_Recommend a "shield on board" design change and submit for approval
_Analyze all joint Forest and PG&E and/or SCE type signs within rec areas
_Update Forest Shield/Logotype/message if necessary on joint signs
_Analyze all interpretive signs within recreation areas for motif standards

Recreation uses
_Acquire or tape the "Room to Roam" package sponsored by the Forest Service
_Submit this "Room to Roam" package to the local TV stations
_Analyze to see if making a recreation "Image" commercial would be feasible
_Produce a corporate recreation image document for local radio and TV
_Examine if contracting with professional PR companies is feasible
_Produce a handout that tells the public what the recreation opportunities are
_Mail out a report to local politicians explaining these rec opportunities
_Strengthen relationships with recreation groups by volunteering services etc
_Increase the Forest public relations recreation image by being proactive
_Provide announcements to radio and civic organizations on recreation
_Place new emphasis on recreation facilities being open longer hours
_Develop a photo album and ROS map showing the recreation activities
_Display a recreation photo album at all District and Forest office counters
_Send cassette tapes to radio stations for broadcasting rec. activities
_Have a TV/computer available with recreation information at Forest counters
_Produce a recreation map that shows road markers that tie in with the map
_Analyze the existing AM radio broadcaster system and upgrade if necessary

Alternative C The Forest Communication System Alternative (includes all Forest areas) There are 56 action items. Prioritize, if accepted, by sections (information /Interpretive) then by action items.

Information/Interpretive

_Analyze all Forest interpretive materials available to the public
_Analyze all Forest information materials available to the public
_Expand range of interpretive services at all Forest use areas
_Update quality of information materials sent to the public
_Update quality of interpretive materials sent to the public
_Update quality of cultural and natural resources materials sent to the public
_Review all visitor information programs sponsored by the Forest
_Identify visitor information programs that could be on Forest
_Evaluate interpretive opportunities within all developed Forest areas
_Evaluate interpretive opportunities along all Forest roads
_Require visitor information services be provided at all public sites
_Examine opportunities to provide interpretive systems at Forest activities
_Train the Forest employees to understand the values of interpretation
_Analyze all types of information/interpretation stations
_Rehabilitate Forest information/interpretation stations as necessary
_Remove nonfunctional information/interpretation stations
_Examine the three Forest Interpretive Association existing mandates
_Renegotiate the Three Forest Interpretive Association contract if necessary

_Incorporate the Forest Interpretive Service Plan into the Forest LMP
_Revise or complete a Forest Interpretive Service Plan
_Prepare a training package for persons who will be Forest hosts,volunteers

Uniform
_Provide every Forest employee who will meet the public with a uniform
_Complete a host/law enforcement review schedule for the Forest
_Require employees who visit the public to wear uniforms while on duty

Motif
_Review all six area motif plans
_Update and rewrite all area motif plans as necessary

Signs
_Analyze all Forest area sign plans
_Update all Forest area sign plans as necessary
_Complete area sign plans for all Forest areas
_Include in the sign plans the locations of traffic guide/warning signs
_Remove non-standard guide signs from all Forest areas
_Remove non-standard posters and small metal signs from all Forest areas
_Install Standard Federal Recreation symbols throughout the Forest
_Install Forest Standard Guide signs in all Forest areas
_Install Forest Service Standard shield and logotype in all Forest areas
_Complete a sign action program for all Forest areas
_Analyze all Forest entrance signs and increase shield size as necessary
_Recommend a "shield on board" design change and submit for approval
_Analyze all joint Forest and PG&E and/or SCE type signs
_Update Forest shield/logotype/message if necessary on joint signs
_Analyze all interpretive signs within the Forest for motif standards

Recreation uses
_Acquire or tape the "Room to Roam" package sponsored by the USDA F.S.
_Submit this "Room to Roam" package to the local TV stations
_Analyze if making a local Forest "image" commercial would be feasible
_Produce a corporate image document for local radio and TV
_Produce a handout that tells what the Forest mission is
_Mail out a status report to local politicians explaining the Forest's role
_Strengthen relationships with special interest groups
_Increase the Forest public relations image by being proactive
_Provide announcements to radio and civic organizations on Forest activities
_Place new emphasis on Forest public facilities being open longer hours
_Develop a photo album and ROS map showing all Forest activities
_Display a photo album and ROS map at all District and Forest office counters
_Send cassette tapes to radio stations for broadcasting Forest activities
_Have a TV/computer available with public information at Forest counters
_Produce a map that shows road markers that tie in with the map
_Analyze the existing AM radio broadcaster system and upgrade as necessary

4.5 RESEARCH GUIDELINES

4.5.1 SIGNS

This paper has recommended some major changes to the USDA Forest Service's standard recreation identification (entrance) and guide (directional) signs. Some of the paper's specific suggestions are already related to existing field research conducted by the Forest Service and others concerning this subject.

For example this paper is suggesting that an ideal information sequence for conveying a series of messages should be used along road and destination areas. Most of these messages will be distributed to the public via signs. Research conducted by Stewart and Morrison Ltd. of Toronto, Canada in 1972 on behalf of the National Parks of Canada indicated that after studying about 270 prototype signs, visitors (half of them U.S. citizens) received sufficient information with a minimal quantity of signs. In fact by planning and using a proper sequence of information on signs management could reduce the number of signs by 15 percent. A message and sign plan for each area seems to be essential to achieve this goal.

This paper is also recommending that recreation identification and guide signs use the standard pictographic symbols (same as the U.S. Parks Service), relocate the shield "on the sign" for all identification signs, make the shield and message readable both day and night with plastic film (scotchlite) materials, increase the shield sizes on identification signs, use a target/border (scotchlite) on all recreation signs (same as some Forest Service guide signs) and use standardized proportions format plywood sheet sizes for all sign boards (eliminate the forest's "family of shape" format). Another consulting firm Interthink Ltd. of Toronto, Ontario, Canada, also found that some pictographic/alphabets were too small on some vehicular signs. That the visitors understood the proposed pictographic symbols 85 percent of the time. That the proposed high density plywood and plastic film materials methods of sign manufacture (scotchlite/scotchcal on plywood) and sign panel (standard plywood sizes) were found to be practical, aesthetically acceptable and economical in production. That the Numeral/pictographic symbols study results were positive and support the visitor response to the proposed graphic styles (42 percent of respondents who had been to other recreation areas felt that the prototype signs were better than other systems). That laboratory test results indicate that (plastic film) scotchlite is acceptable, that the prototype scotchcal is acceptable if fabricated with the proper heat applicator suitable for applying the plastic film materials to the sign panels and that if preferred, a painted or screened panel color is acceptable with scotchlite. That a sign development plan which includes sign siting and installation standards is essential for the management of recreation areas.

This paper is suggesting to analyze all Forest recreation area sign plans then complete area sign plans as necessary. Stewart & Morrison Ltd. and Interthink limited used Intensive/Interaction research methods to explore the attitudes of 1,398 visitors towards the prototype sign system. Visitors were asked various

questions about the prototype sign system installed in Fundy National Park, Canada. The results indicated the following guidelines for sign planning within recreation areas:
*After three days, respondents became unaware of campsite signs and are concerned with activity signs only.
*When more than one sign appears on a single site, the respondents felt that they were too small.
*Signs should give correct distance on hiking and walking trails
*All prohibitory signs should have a fed slash.
*Legend signs should be replaced with symbols where possible.
*Symbols used on maps and in brochures should be the same as those used in the sign system.
*Sign's messages used in sign grouping should be increased in size.
*On signs used on vehicle roadways, develop warning signs ahead of them another sign at point of entrance
*On all roadways where there is limited vehicular access, have warning signs to indicate that certain vehicles may not pass.
*Establish a mapping system which corresponds to the sign system.
*The brown and yellow/silver color combination is acceptable. Night visibility is important.

4.5.2 INFORMATION/INTERPRETATION

This paper has recommended some changes to the way the Forest manages public information/interpretation within recreation areas. One step will be to analyze all the existing information/interpretive materials now available to the public. Then updating and distributing this information to the public will be a priority. The question is what information is important? Research conducted by the Forest Service and others have already identified some of the concerns.

Research conducted in 1978 by Jon Driessen from the University of Montana for the USDA Forest Service Equipment Development Center in Missoula, Montana was interesting because it resulted in a priority list of concerns for the National and Forest levels. This list was compiled from talking with Forest Service field personnel. For example problems associated with education of recreationalist was the fourth nationally ranked problem where a Forest has close to 50 percent Wilderness acres. Since the Sierra National Forest meets this criteria, education of the public is and will be a high priority for the Sierra.

Other priority concerns that relate to information/interpretive issues determined by this 1978 study are Educating the typical user about proper ways of using the site, getting information disseminated to users, designing effective brochures and handouts for influencing user actions, informing users about where to go, having good visual aids for user education, limited visitor information centers, negative (Don't do type) signs messages, not having adequate combination systems for getting immediate information on the status of specific campgrounds, lack of enough full-time interpretive programs for visitors, inadequate numbers of self-guided activities for users, not having maps of recreational opportunities and the absence of free, easy, and timely information exchange, with National Park service personnel.

4.5.3 RECREATION USES AND INFORMATION

This paper is recommending that the Sierra National Forest analyze its image and determine if it can be improved. Specific recommendations like updating of recreation information materials sent to the public, expanding the range of interpretive services at the Forest recreation areas, reviewing all information action plans to help resolve recreation issues, removing nonfuntional recreation type information/interpretation messages have been made.

Research published in 1985 titled "Communications/awareness discussions" resulting from by the Regional Foresters and Directors Meeting in Fort Collins, Colorado listed many of these and more significant information issues. The Forest Service conducted many interviews from all levels of the organization. Based on the analysis, it was concluded that there are major public concerns in the areas of leadership, program balance, image, communications and planning and other processes, and ranger district effectiveness. This 1985 document listed seventeen suggested actions. Many of the action items are related to this paper. For example, items like establish and implement at all levels of the organization a process for identifying and getting out before the public the many "success stories" related to Forest Service programs and activities, and emphsize the implementation of the Forest Service uniform policy at all levels of the organization are two of the seventeen items found in this 1985 document.

Some of the facts indicated by the "communications/awareness discussions" indicated that existing Forest Service communication networks, programs, and facilities are fragmented, uncoordinated and lack priority; the public image of the Forest Service lies somewhere within fire prevention, firefighting and environmental concern; the public has little or no idea of the complex research basic to scientific resource management, the planning and effort that go into caring for the National Forests; deteriorating campgrounds, office reception areas, visitor centers, interpretive and informational signs, nature trails, and exhibits and discontinued campfire programs, demonstrations, and guided tours are diminishing agency image and awareness for National Forest visitors; the human image once associated with the Forest Service and forestry practice has nearly disappeared; and Forest Service employees do not always share a unified image of the agency mission, multiple-use management, or the position of agency leaders on important issues.

This 1985 research document proposed many action items. One of them was: "ensure that information plans are developed and used as part of the decision-making process." This paper may be a good start to implementing a "information plan" for the Forest.

5.0

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5.0 LITERATURE CITED

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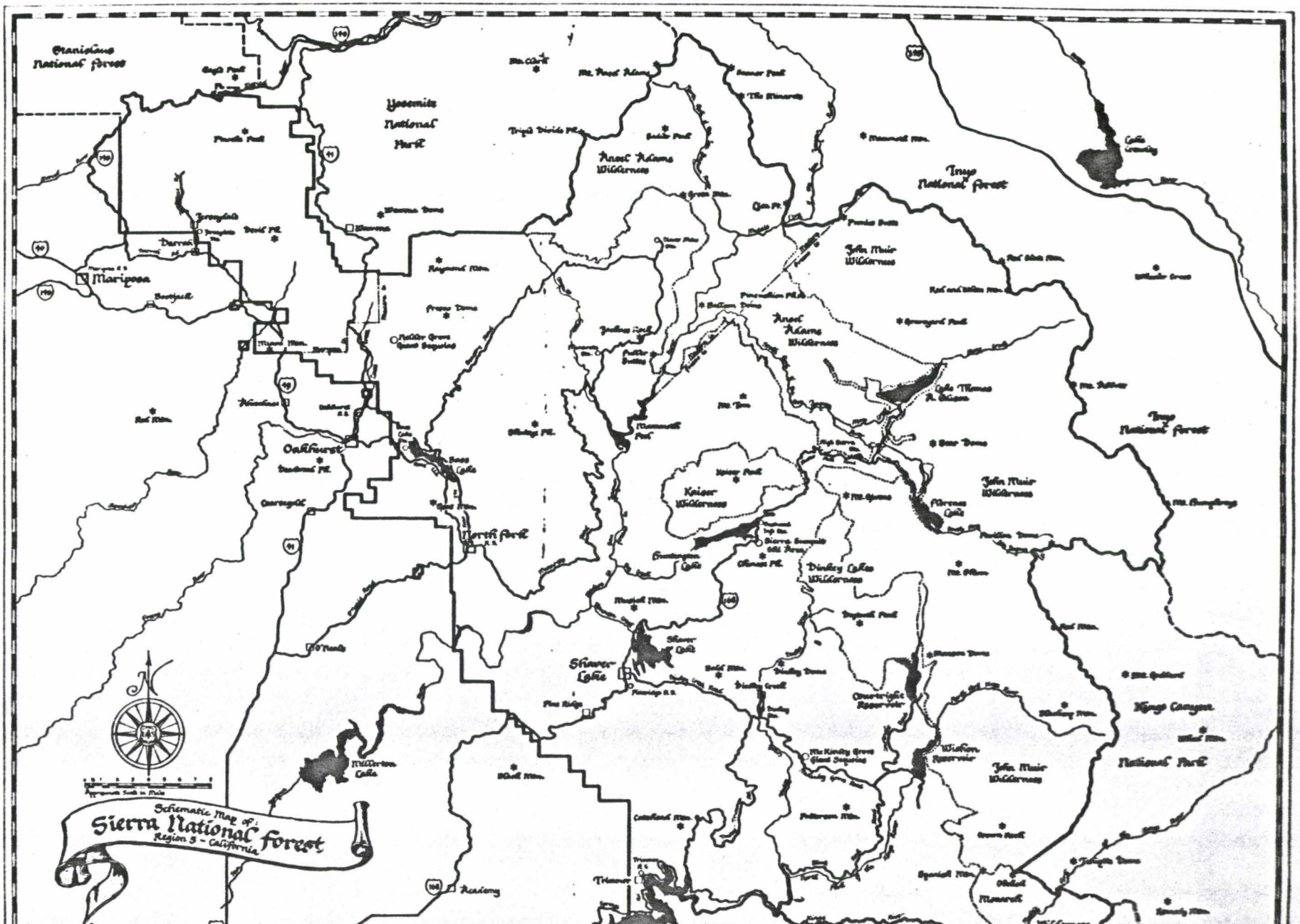
APPENDIX

6.1
MAP OF SIERRA NATIONAL FOREST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North Fork
Kaiser Wilderness
Dinkey Lakes Wilderness
Shaver Lake
Huntington Lake
Kings Canyon National Park
Millerton Lake
Wishon Reservoir
Courtright Reservoir
Pine Ridge
Auberry
Clovis
Schematic Map of:
Sierra National Forest
Region 5 - California

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APPENDIX

6.4
EXISTING / PROPOSED SIGN AND RECREATION SYMBOLS SYSTEMS

6.4 EXISTING/PROPOSED SIGN/RECREATION SYMBOL SYSTEMS

A good sign plan will indicate where all the identification, guide, regulatory, warning and interpretive messages should be located within a recreation area. When these messages (signs) are installed, the plan serves as an inventory record.

The sign plan can consist of three parts.

* A siting plan showing sign locations.

* A sign drawing showing messages,border,symbols and layout including letter and symbol sizes for each sign within the recreation area.

* A construction drawing showing specific construction details.

For example the following sign plan was completed by using these procedures.

1. Identify on the key map the area to be signed.

2. Review and analyze existing area/site data.

3. Prepare a base map.

4. Determine the communication requirements for the area by establishing what messages are required, where the messages are needed and at what traffic speed and reading distance the messages will be viewed.

5. Locate the signs on the base map (siting plan).

6. Record on separate sheets the sign number, traffic speed, reading distance and character size.

7. Formulate the message and record it on these sheets along with border, symbol and size of sign. Construction details can be shown on separate sheets.

8. Verify the information on sign plan by field reviewing.

9, Order, fabricate and install the signs.

A RECREATION SIGN PLAN WITH RECREATION SYMBOLS

HELMS PROJECT

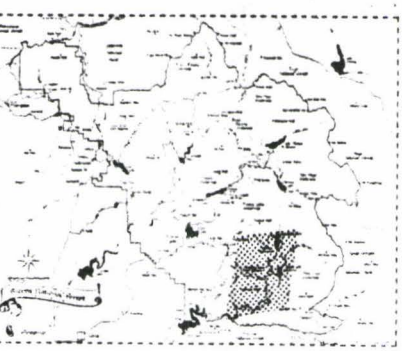
COURTRIGHT LAKE & WISHON LAKE

SIERRA NATIONAL FOREST

RECREATION SIGN LOCATIONS, MESSAGES, BORDERS, SYMBOLS, SIZES & CONSTRUCTION DETAILS.

AUGUST 1984

KEY MAPS



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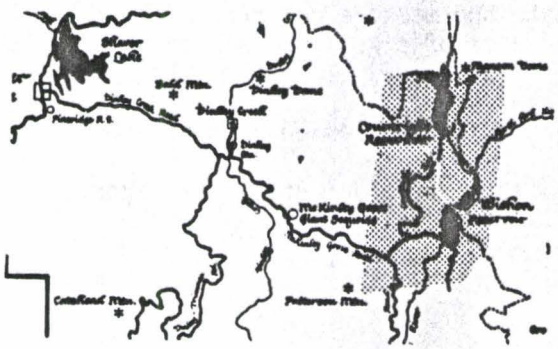

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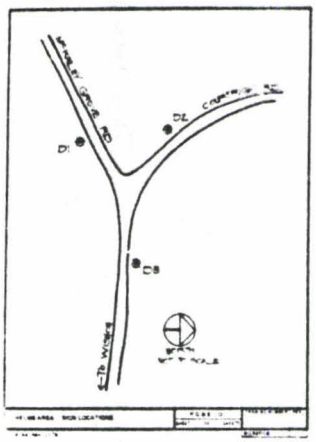

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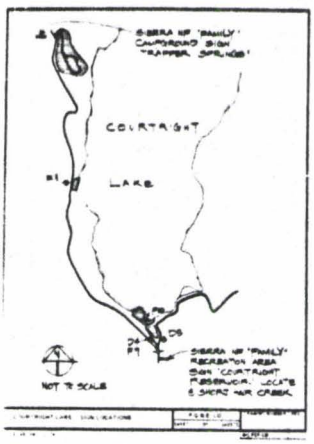

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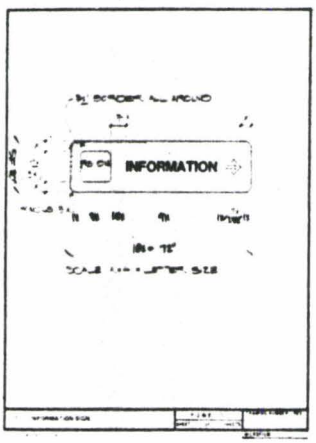

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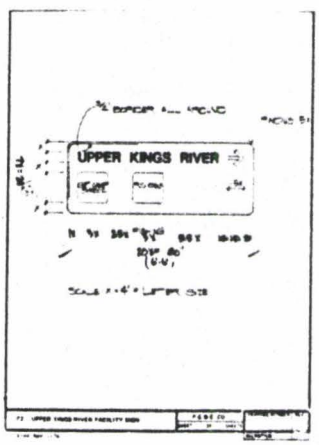

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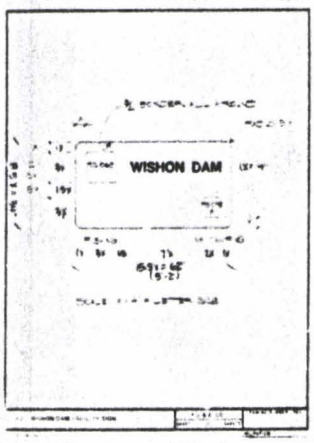

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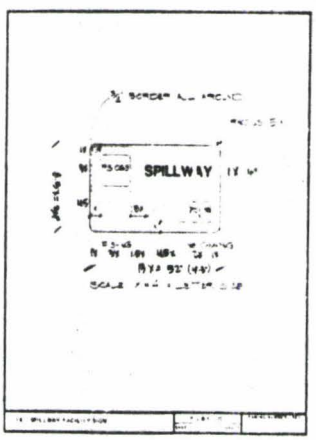

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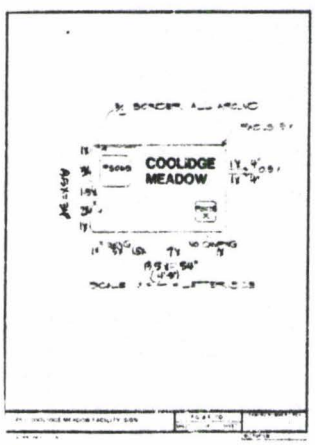

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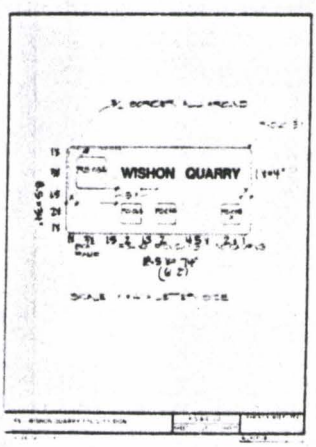

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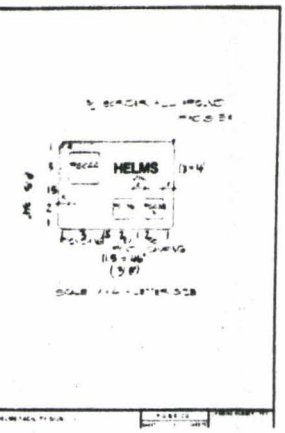

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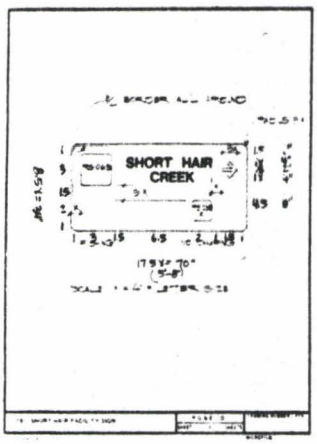

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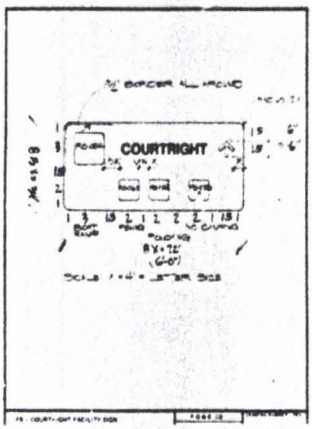

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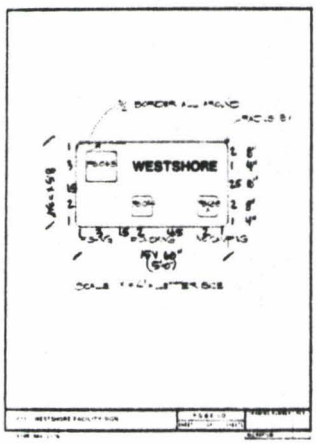

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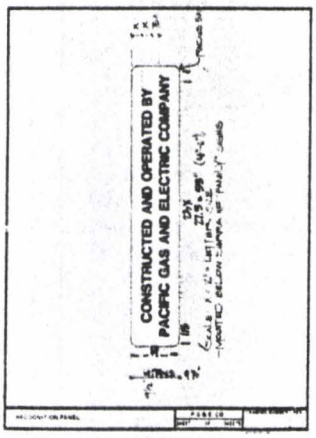

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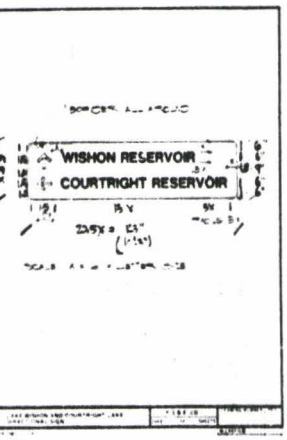

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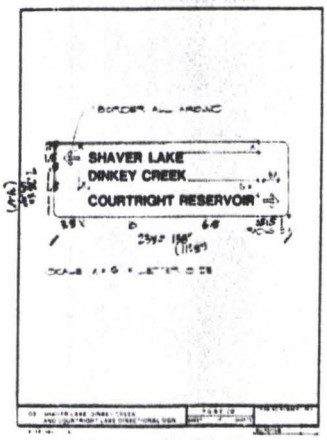

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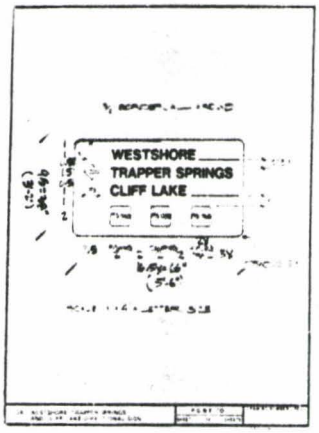

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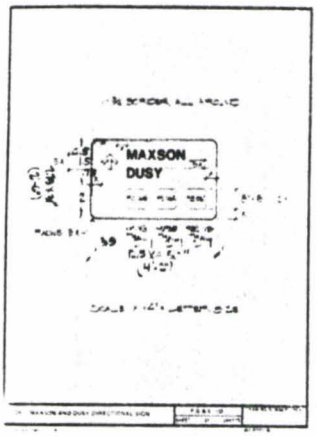

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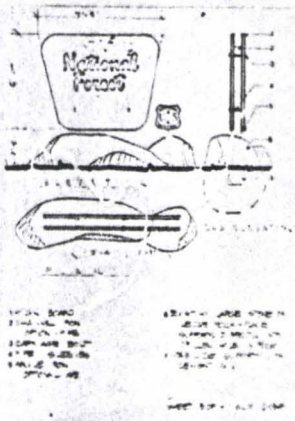

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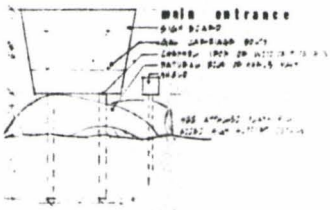
SIGN CONSTRUCTION DETAIL



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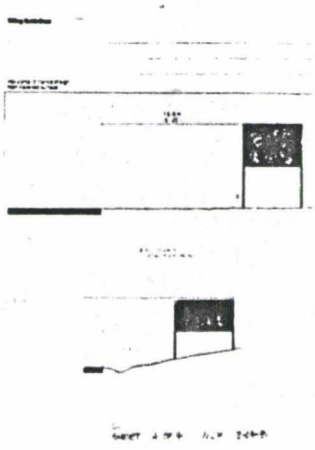

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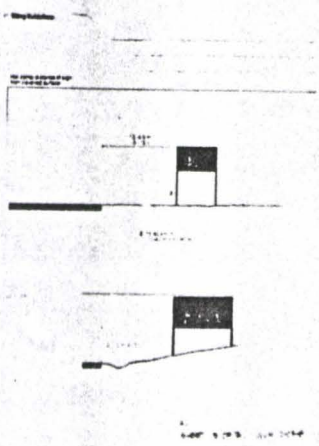
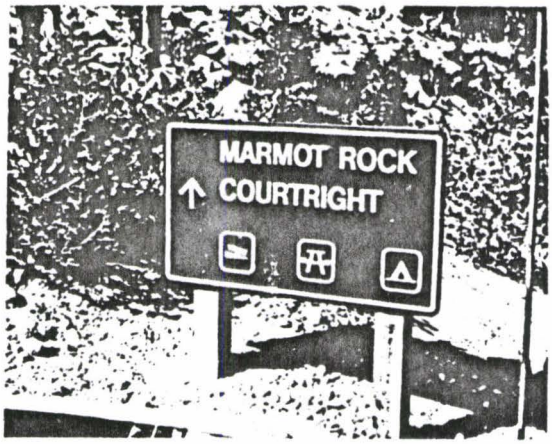
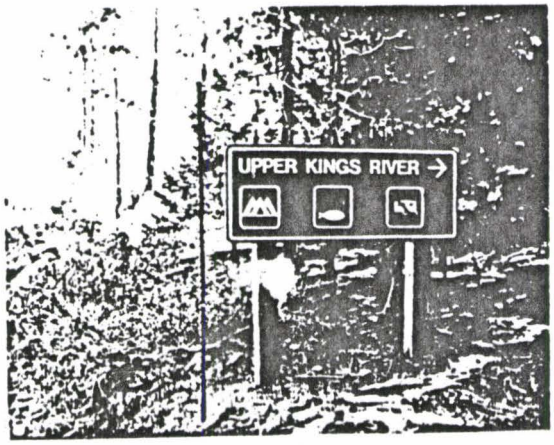


8.,9

GUIDE SIGNS USING STANDARD RECREATION SYMBOLS
0-30 MPH DAY & NIGHT READABLE





6.0

APPENDIX

6.2
EXISTING / PROPOSED IDENTFICATION SYSTEMS

6.2 EXISTING/PROPOSED IDENTIFICATION SYSTEMS

The Forest Service is identified by many different names in the newspapers, on signs, by correspondence, by letters, by employees and by the public. For example some names used are:

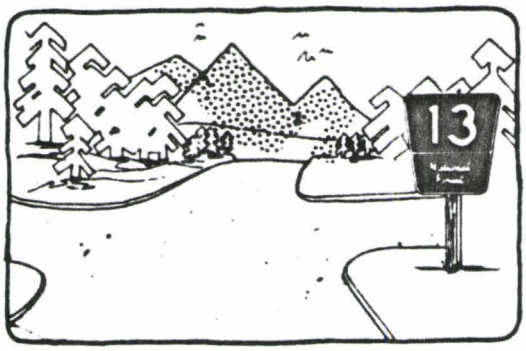
National Forest
U.S. Forest Service
Sierra National Forest
U.S.D.A. Forest Service
Forest Service
Forest Service, U.S. Department of Agriculture
Forestry Service
National Forest Sierra
United States Forest Service
National Forest Service Wilderness
National Forest Service
Sierra Forest
Forest Rangers
Forest Ranger Station
Forest Supervisor

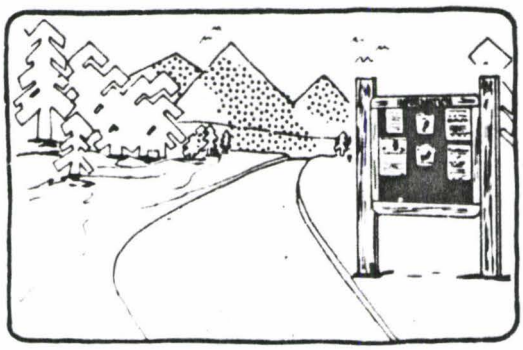
Which name is correct? The one thing consistent no matter what name format is used is the Standard "Forest Service Shield". This is the official emblem of the United States Department of Agriculture's Forest Service. It was created about 1905. This shield may be used on any outdoor sign or poster. It must be used on all signs in the identification series(entrance, headquarters, recreation entrance). The shield reads "Forest Service U.S. Department of Agriculture" however the "US" letters are often the only readable symbols on the shield. The shield is almost hidden on many identification (entrance) signs and non-existent on many of the recreation identification (entrance) signs on the Sierra National Forest. In many cases the shield is too small to be seen, on some signs it has been removed and some it never got installed.

Some proposed solutions for proper identification are:

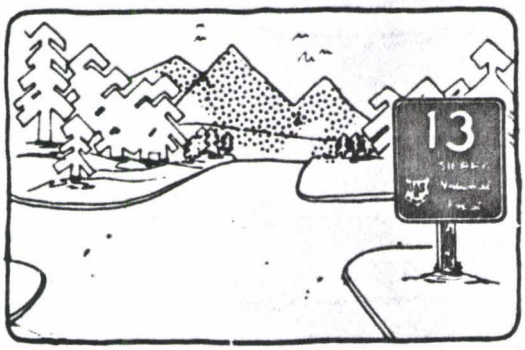
*Use the name Forest Service with the USDA.
*Increase shield sizes on identification signs.
*Relocate shield "on the sign" as already done in some of the enclosed standard signs samples.
*Make the shield and message readable both day and night with plastic film (scotchlite)or reflectorized paints on standard highway type signs.
*Use the shield for all identification and recreation entrance signs as specified in the Forest Service sign handbook.
*Use the shield, make it a part of a message,use only standard signs and posters that have the shield on the sign.
*Mount the shield mounted right with the sign message, on a standard highway type sign, with Forest Service colors, with the name USDA Forest Service, with readable at night message (scotchlite) and with a message border.

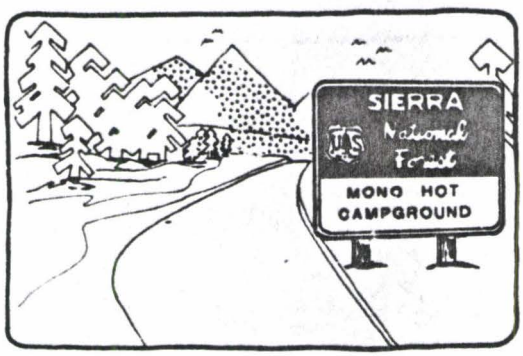
EXISTING IDENTIFICATION SIGNS (NON STD. HWY. SIGNS- POOR NIGHT READABILITY)

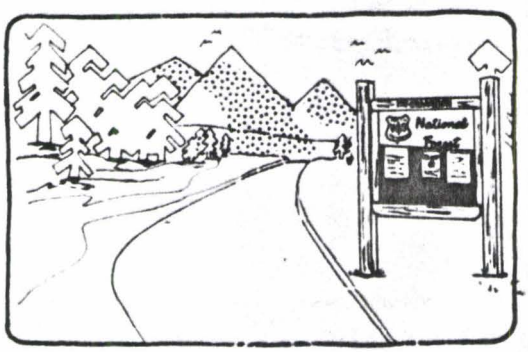




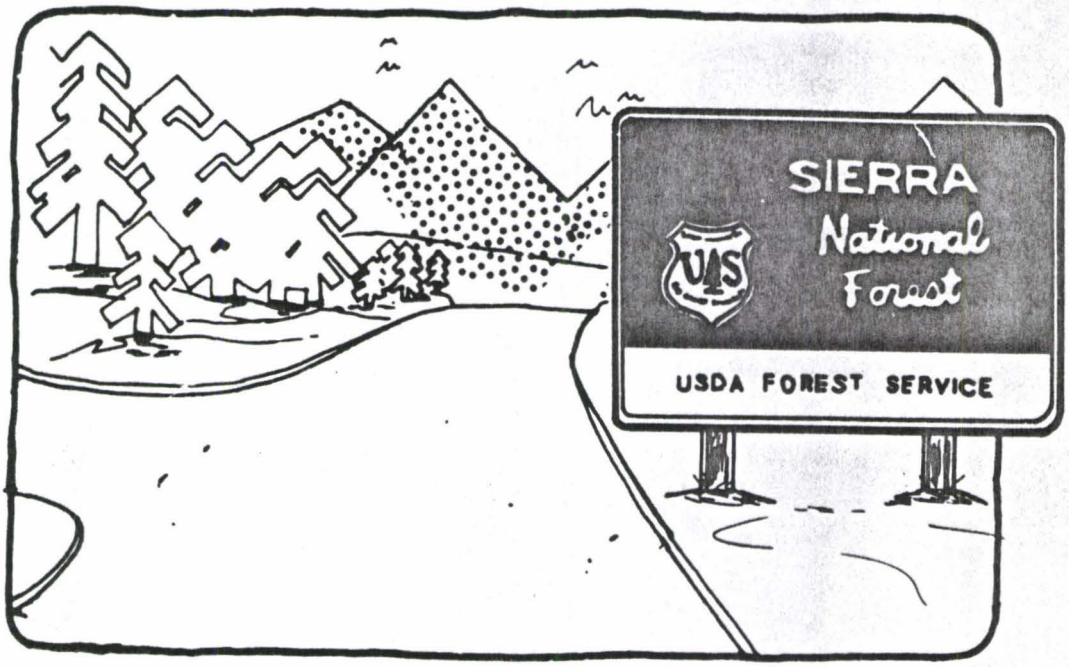
PROPOSED IDENTIFICATION SIGNS (STD. HWY. SIGNS WITH F.S. SHIELD & COLORS)



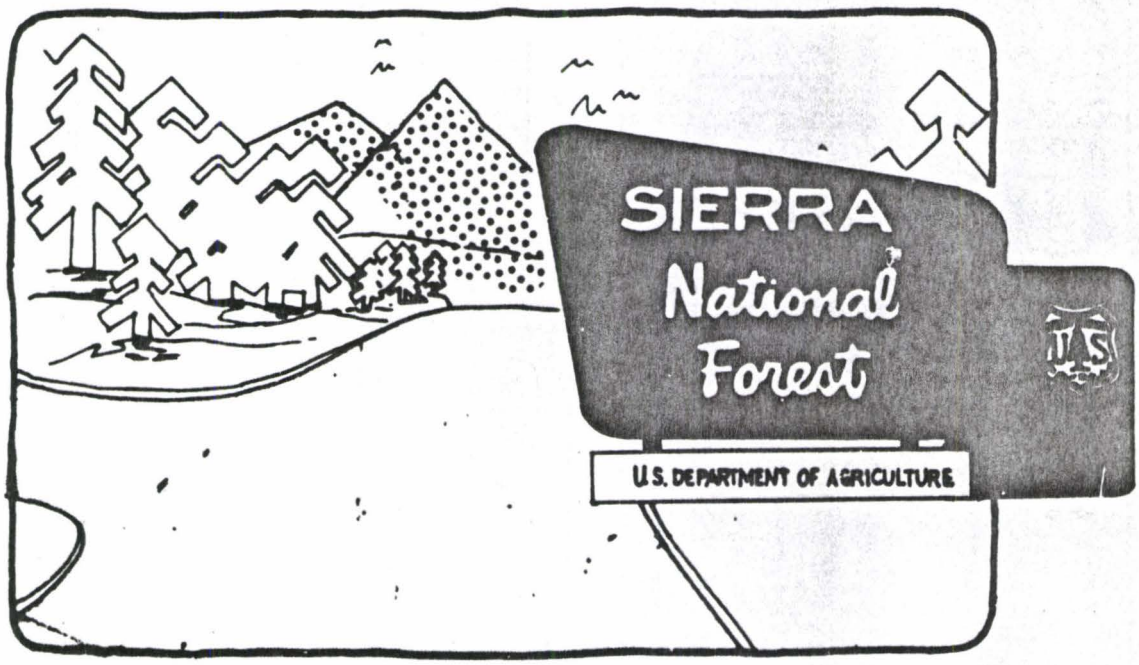




FOREST IDENTIFICATION

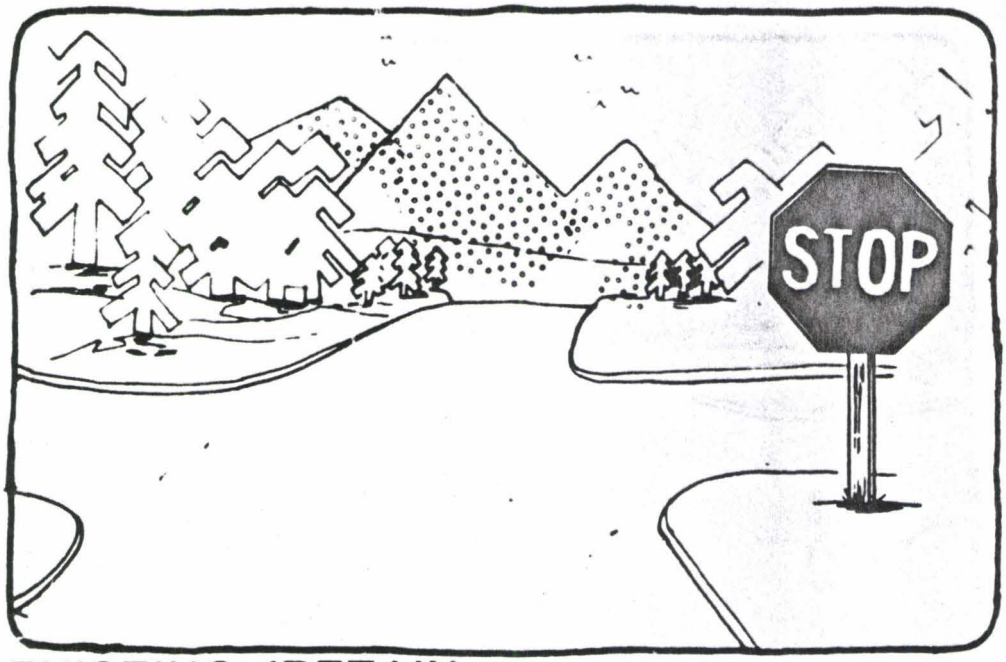


PROPOSED

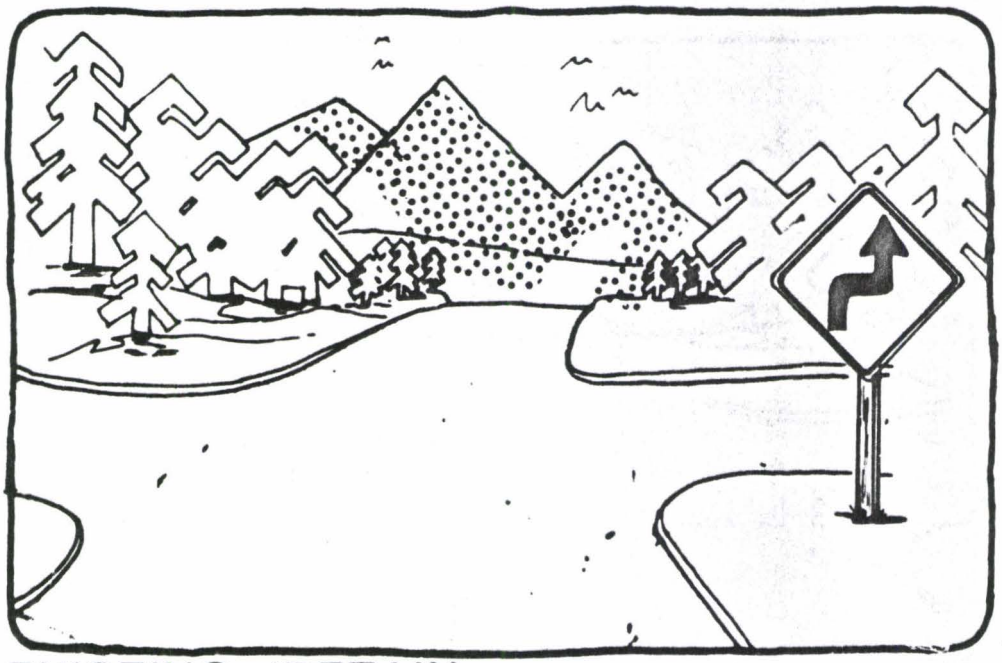


EXISTING /GIVE UP

FOREST
REGULATORY/WARNING



EXISTING /RETAIN



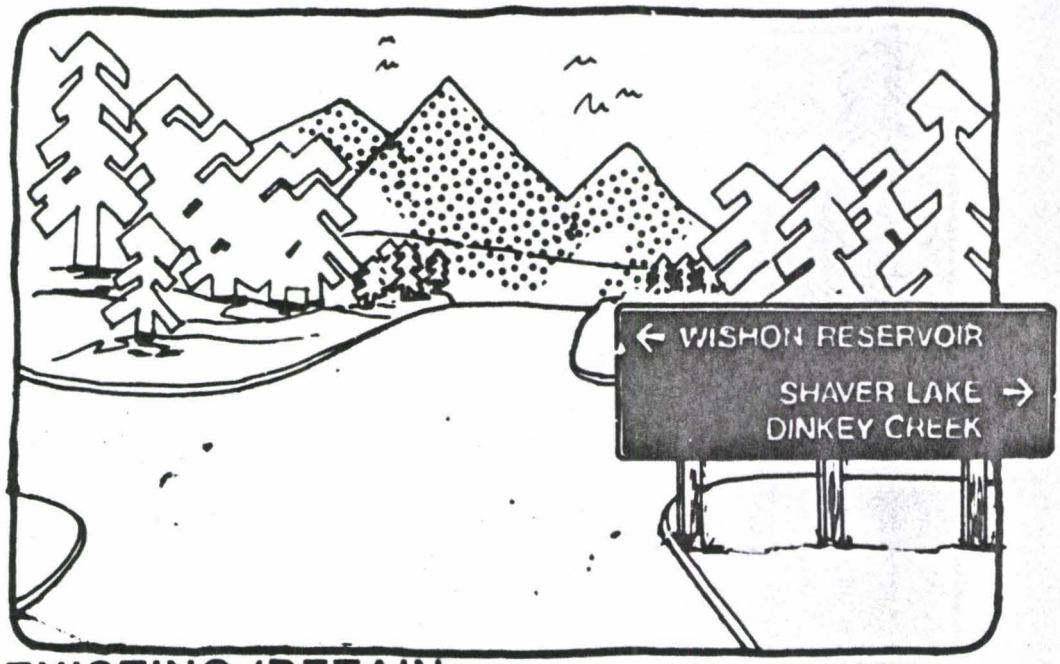
EXISTING /RETAIN

FOREST MARKER

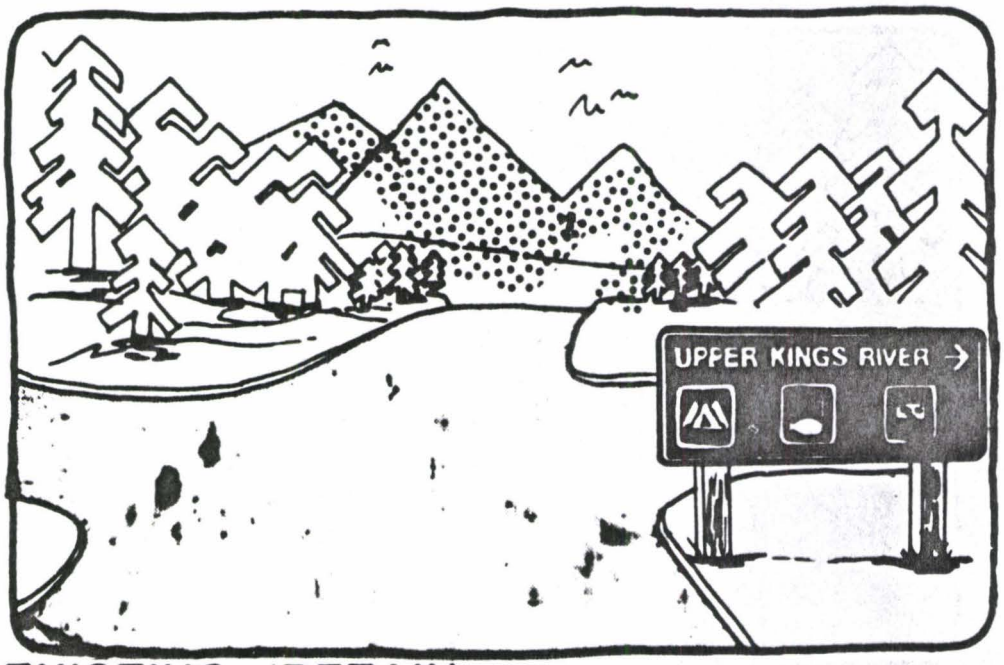
PROPOSED

EXISTING /GIVE UP

FOREST GUIDE

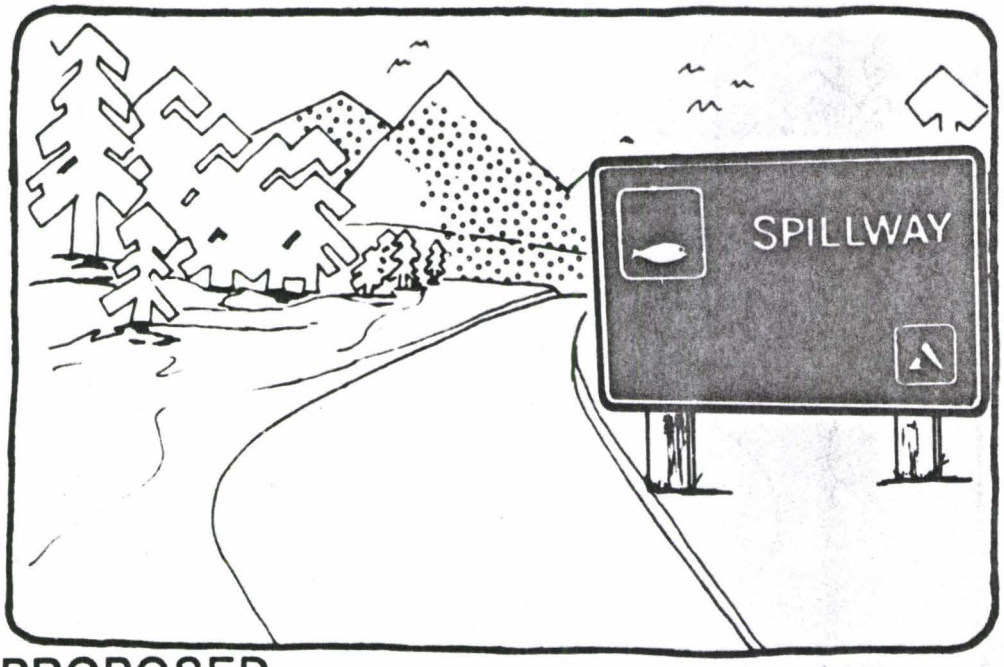


EXISTING /RETAIN

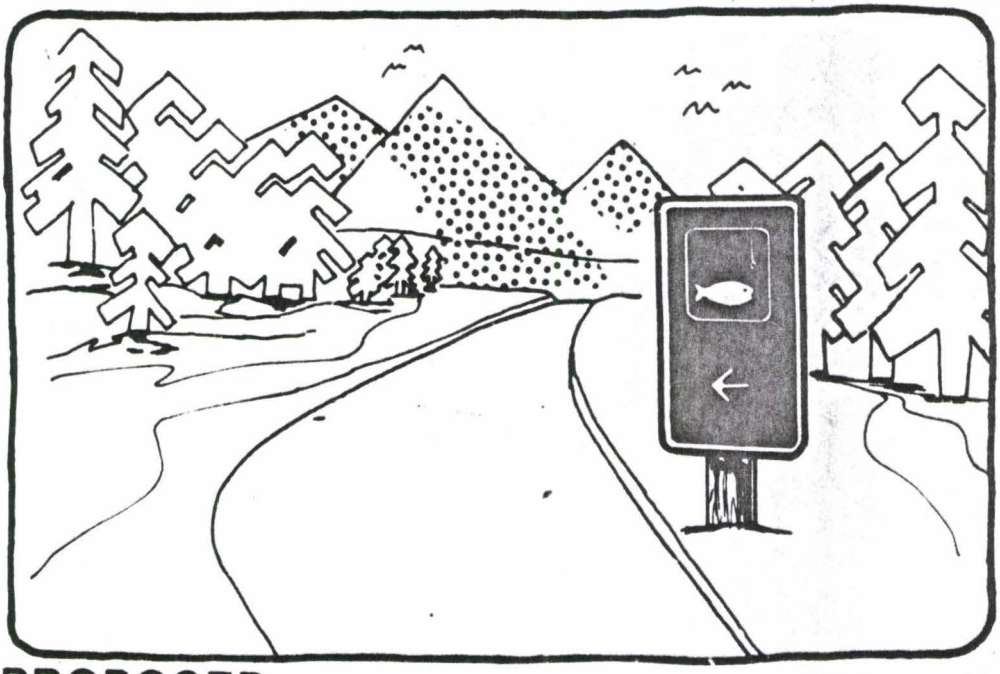


EXISTING /RETAIN

RECREATION IDENTIFICATION/GUIDE

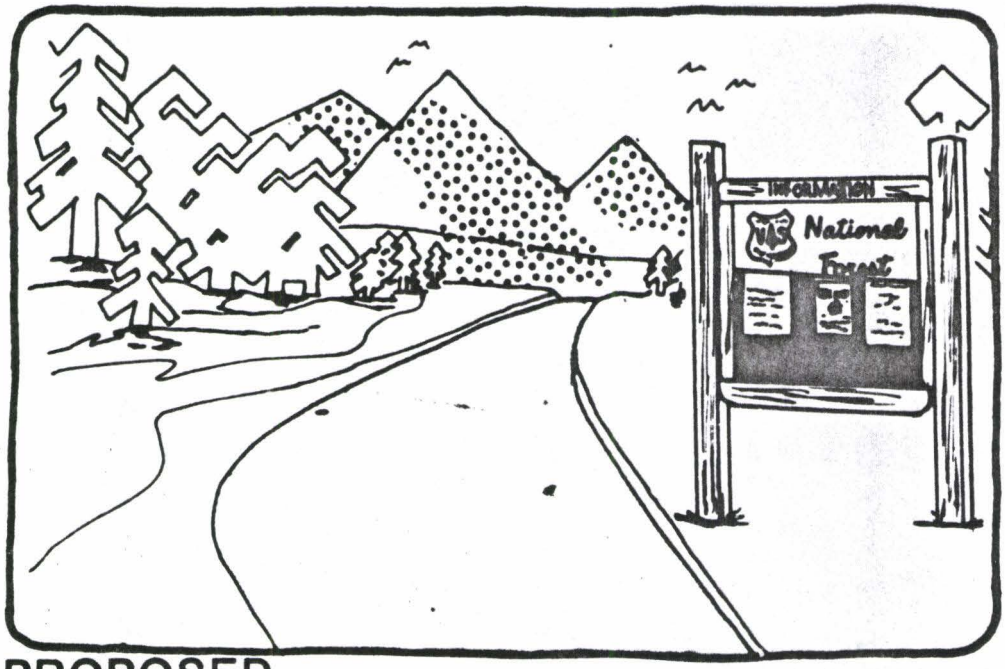


PROPOSED

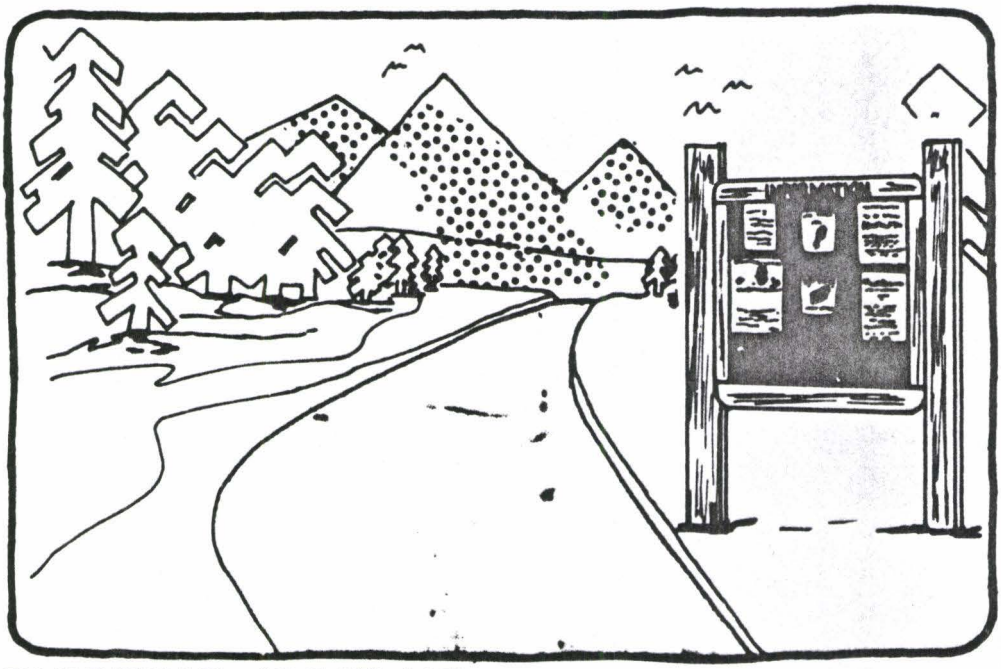


PROPOSED

RECREATION INFORMATION

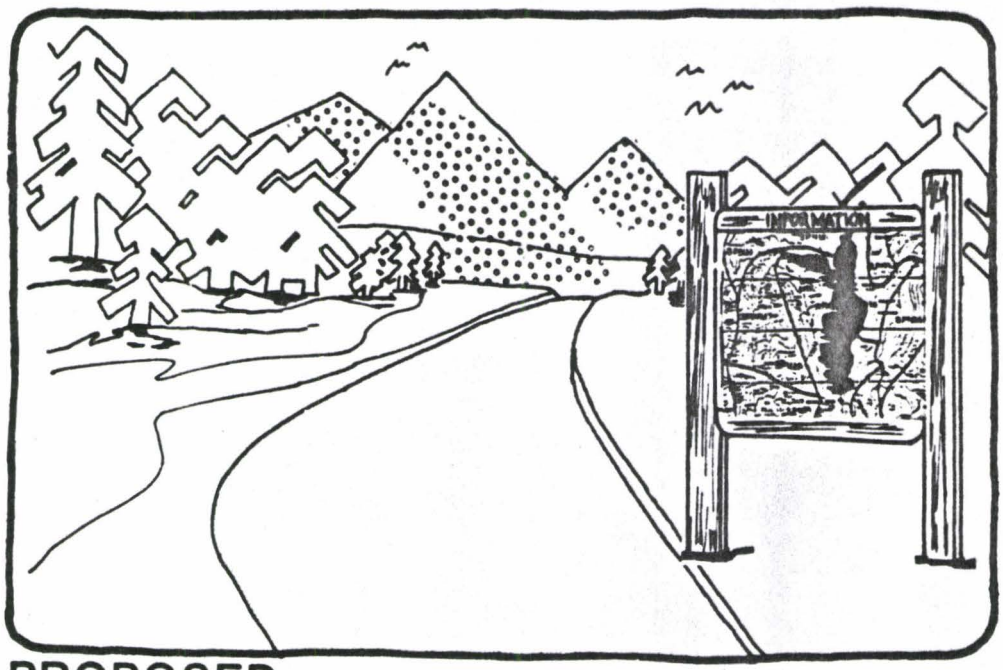


PROPOSED

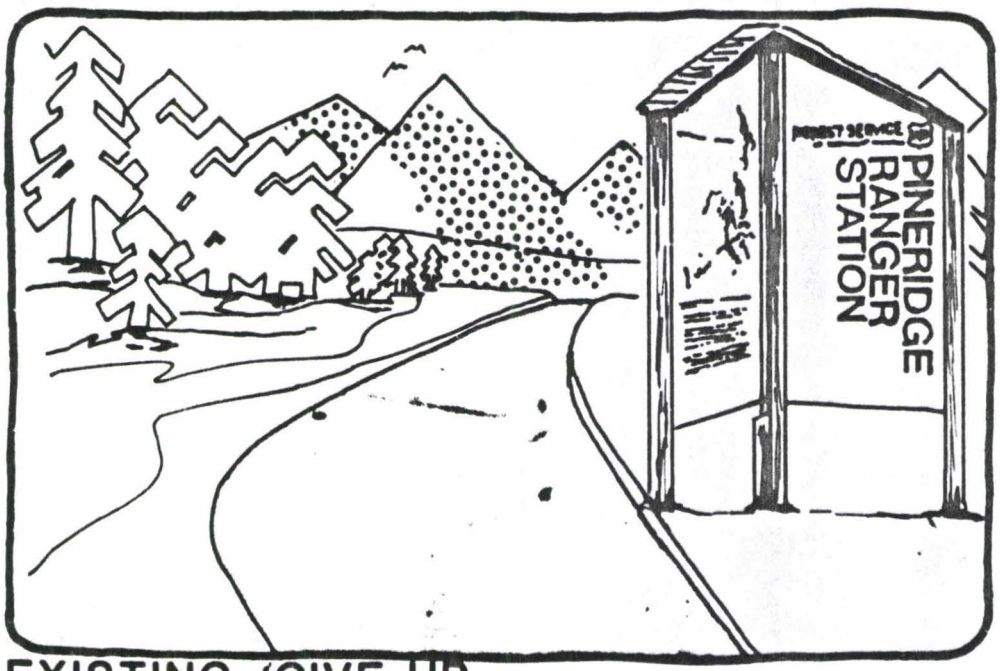


EXISTING /GIVE UP

RECREATION INTERPRETIVE

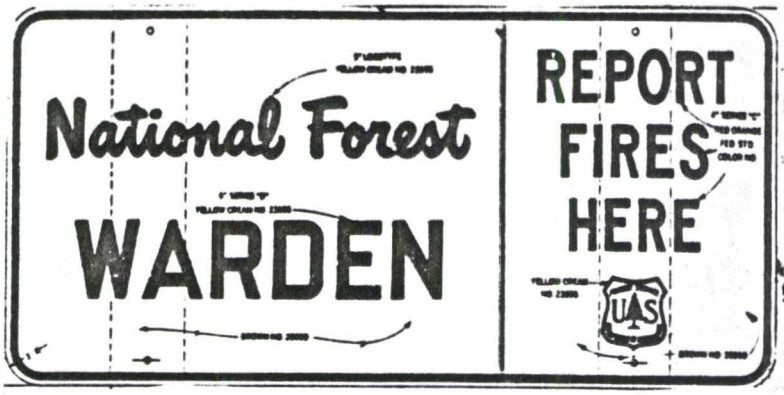


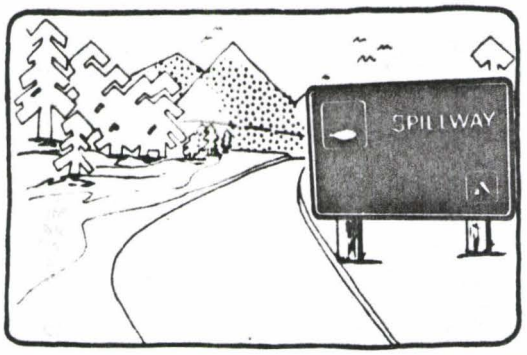
PROPOSED



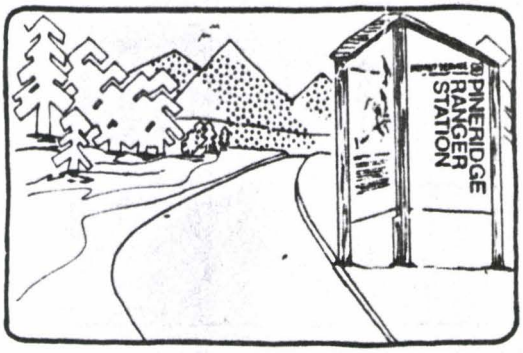
EXISTING /GIVE UP

THESE STANDARD FOREST SERVICE SIGNS HAVE THE IDENTIFICATION SHIELD RIGHT ON NON-"FAMILY OF SHAPE" SIGNS



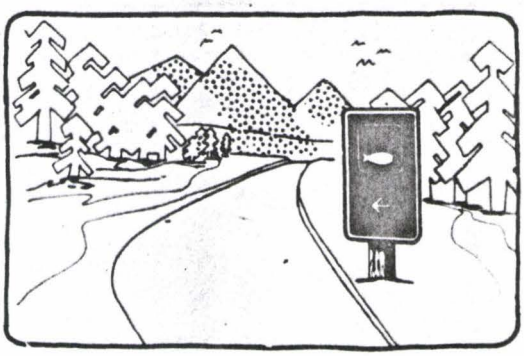


RECREATION IDENTIFICATION
SMALL RIS-7

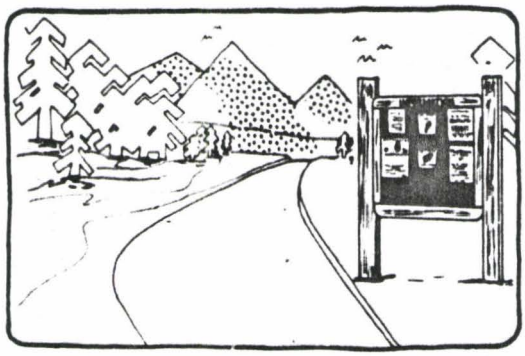


RECREATION INTERPRETIVE
RIN-10

RECREATION IDENTIFICATION
LARGE RIL-8



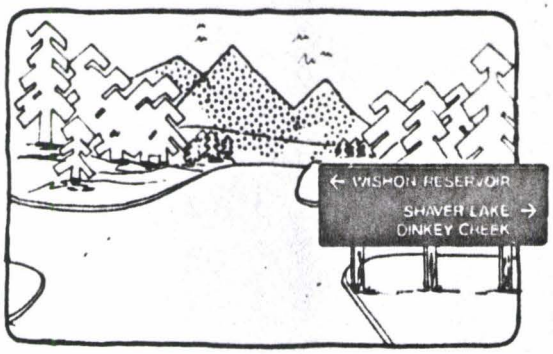
RECREATION GUIDE
(0-10 MPH) RG-11



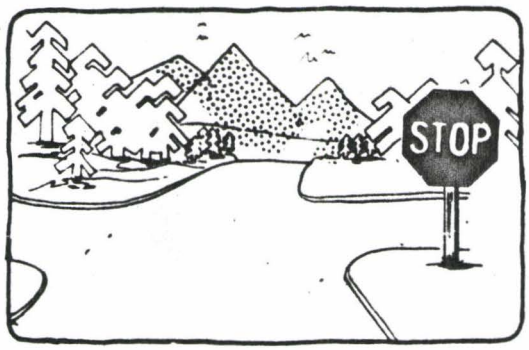
RECREATION INFORMATION
RIF-9

AN IDEAL SEQUENCE OF INFORMATION USING STANDARD HIGHWAY IDENTIFICATION & INFORMATION SIGN SYSTEMS

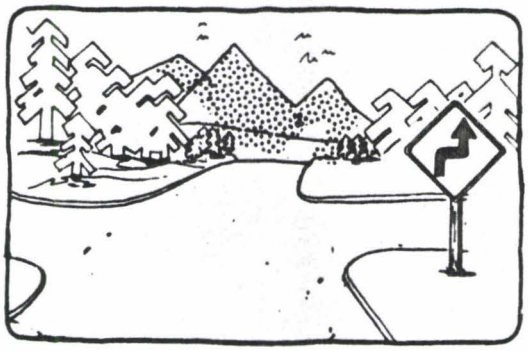
FOREST IDENTIFICATION
FI-1



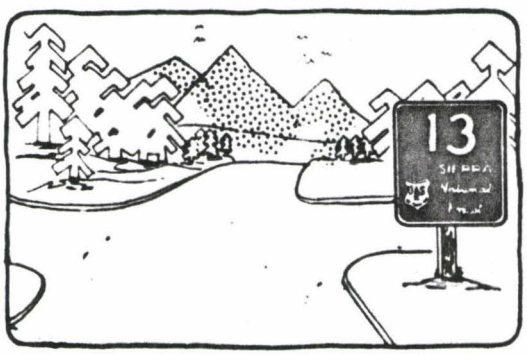
FOREST GUIDE
FG-4



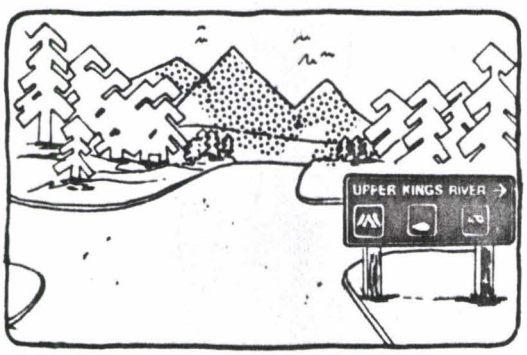
REGULATORY
R-2



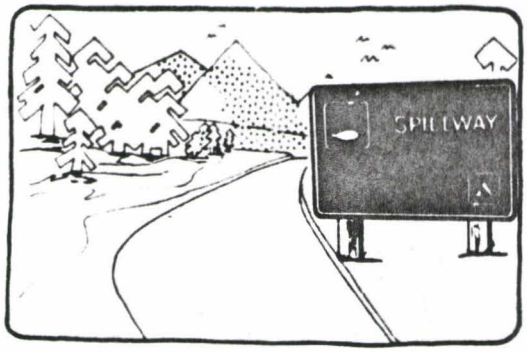
WARNING
W-5



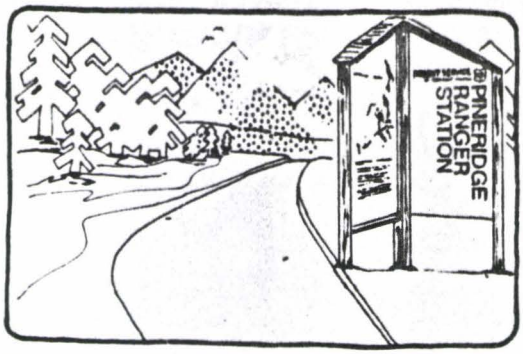
FOREST MARKER
FM-3



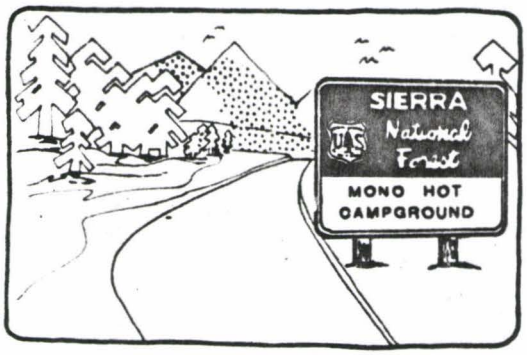
RECREATION GUIDE
(10-40 MPH) RG-6



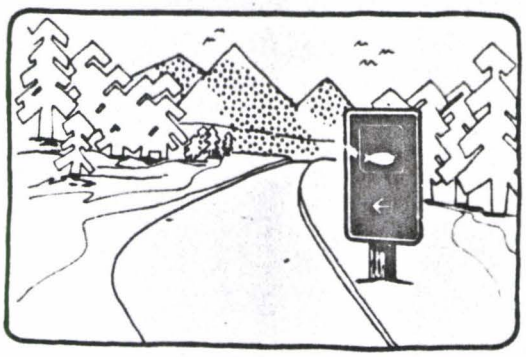
RECREATION IDENTIFICATION
SMALL RIS-7



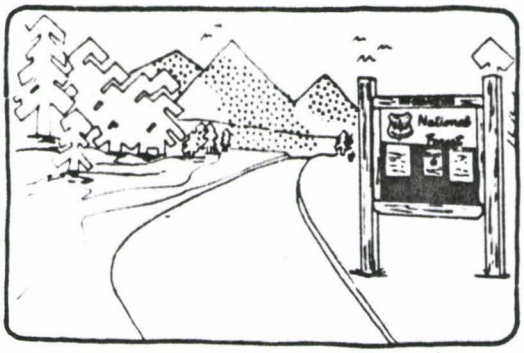
RECREATION INTERPRETIVE
RIN-10



RECREATION IDENTIFICATION
LARGE RIL-8

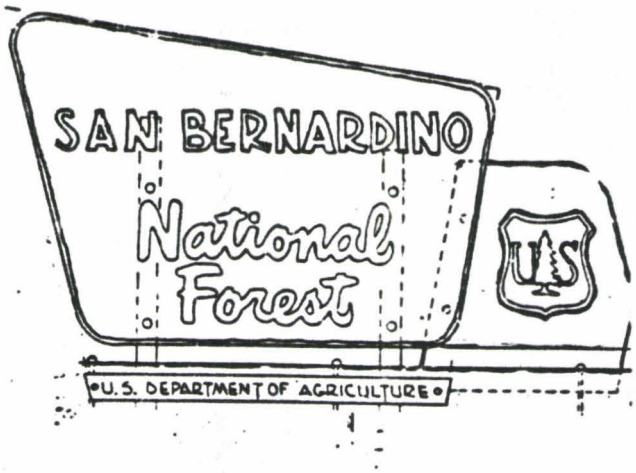


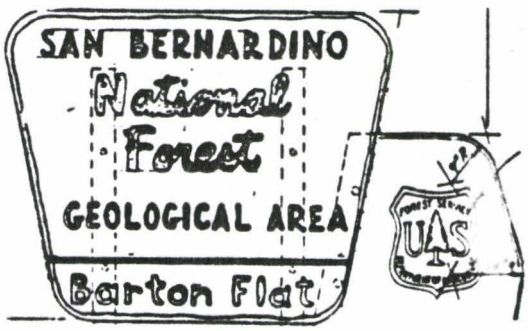
RECREATION GUIDE
(0-10 MPH) RG-11



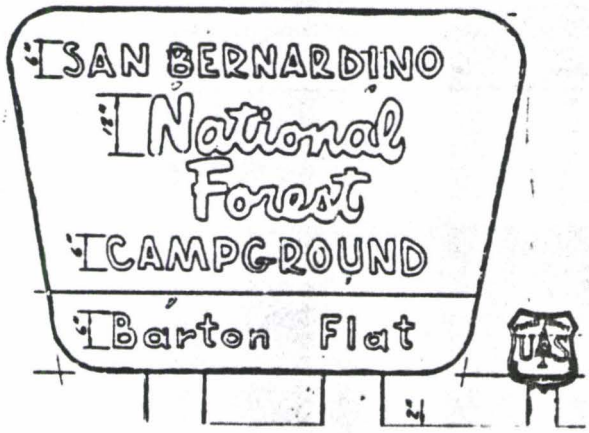
RECREATION INFORMATION
RIF-9

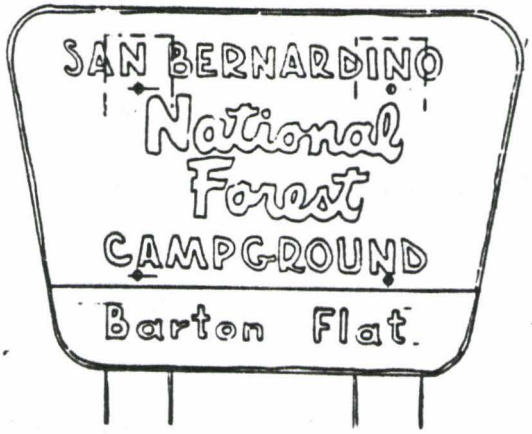
THESE STANDARD FOREST SERVICE SIGNS HAVE THE IDENTIFICATION SHIELD RIGHT ON THE SIGN BOARD & AROUND THE MESSAGE AREA ON "FAMILY OF SHAPE" SIGNS





THESE STANDARD FOREST SERVICE SIGNS HAVE THE IDENTIFICATION SHIELD NEAR THE SIGN BOARD & MESSAGE ON "FAMILY OF SHAPE" SIGNS





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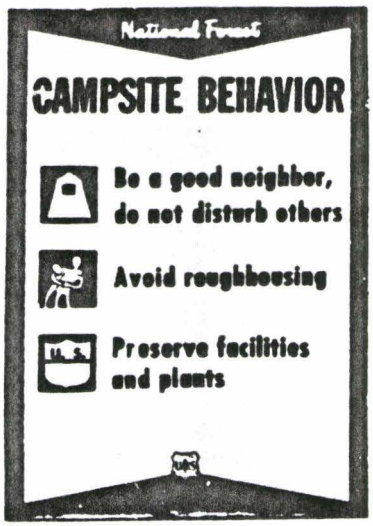
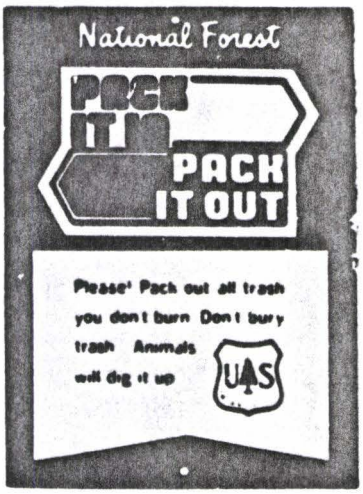
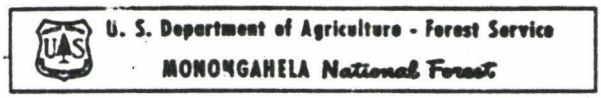
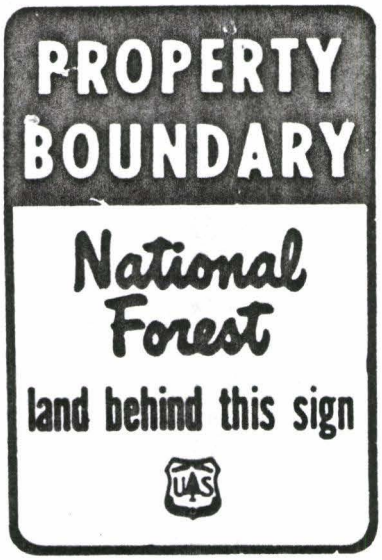
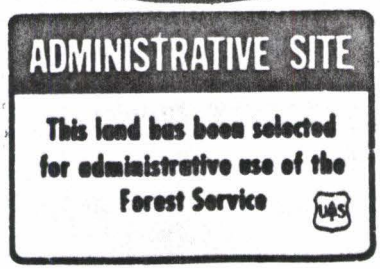


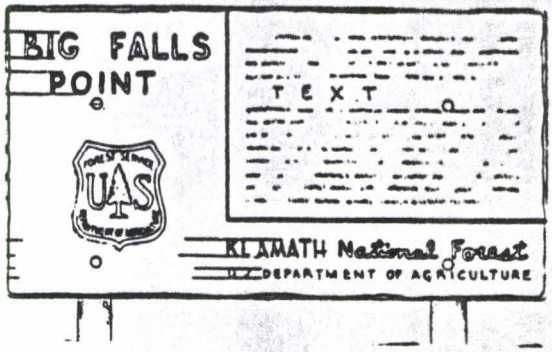


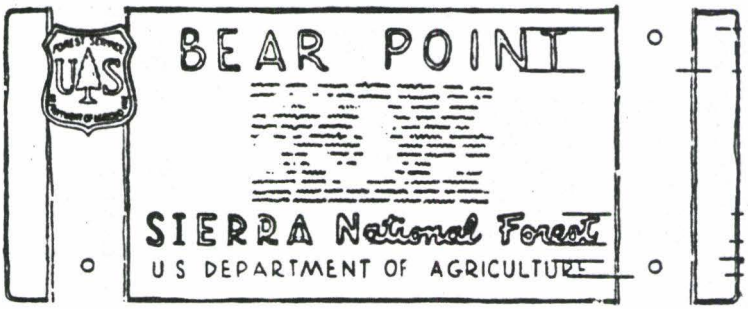






THESE STANDARD FOREST SERVICE SIGNS HAVE THE IDENTIFICATION SHIELD RIGHT ON NON-"FAMILY OF SHAPE" SIGNS





BUTCHER KNIFE JOE'S
TIMBER STAND IMPROVEMENT PROJECT
This Timber Stand Was A Thicket Of Small Trees. Thinning By Removing Some Of The Trees; Will Allow The "Slect Crop" Trees You See To Grow More Rapidly.
ELDORADO
National Forest

THESE STANDARD FOREST SERVICE SIGNS HAVE NO IDENTIFICATION SHIELD AND ARE NOT ON "FAMILY OF SHAPE" BOARDS

FIREWOOD AREA

DON'T POLLUTE WATER

No fireworks allowed

NATIONAL RECREATION TRAIL USA

CAUTION

FORESTRY STUDY AREA

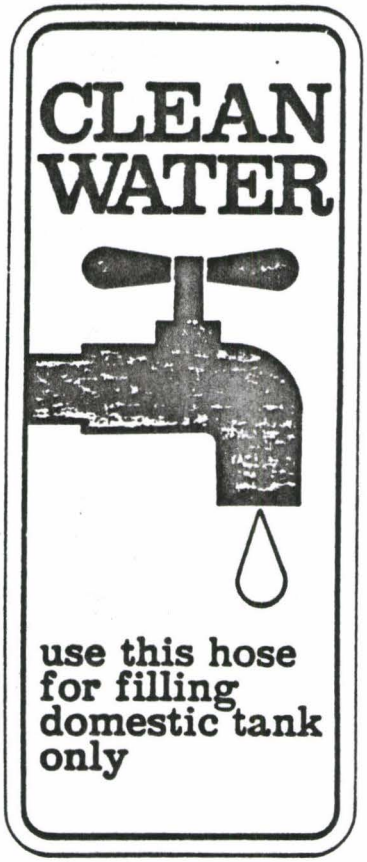
Please...do not disturb trees, shrubs and other vegetation: Also stakes, markers and other equipment. They are part of an important forestry experiment...Thank you!

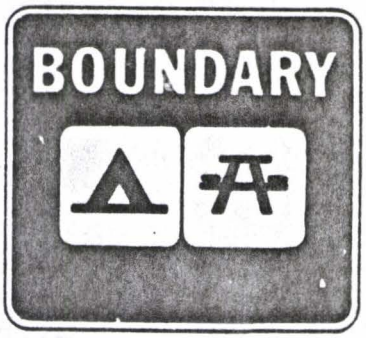
Pets on leash only

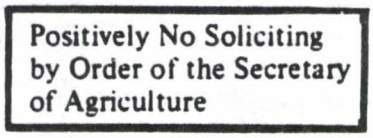
VISITORS WELCOME

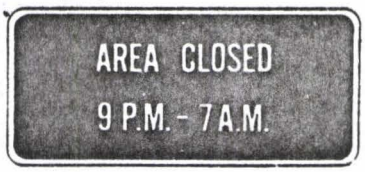
DANGER

THESE STANDARD FOREST SERVICE SIGNS HAVE NO IDENTIFICATION SHIELD AND ARE NOT ON "FAMILY OF SHAPE" BOARDS









6.0

APPENDIX

6.3
EXISTING / PROPOSED INFORMATION SYSTEMS

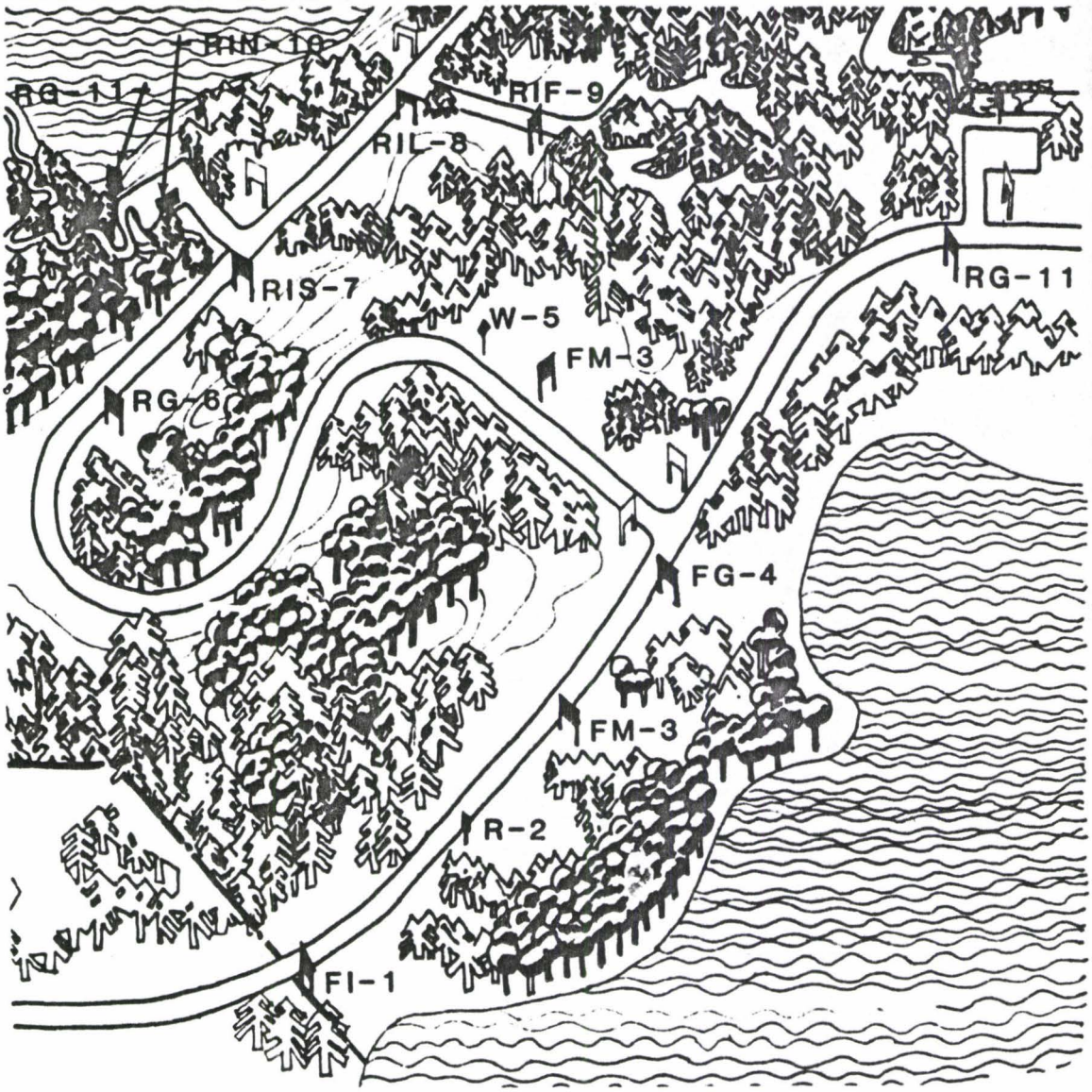
6.3 EXISTING/PROPOSED INFORMATION SYSTEMS

Communication with the public is essential for their safety, health and desire to know about the Forest. The objective is to get information to the public while they are driving, walking and resting within a Forest environment. It is essential to distribute information at the proper time. A good sequence of information is to identify, regulate, guide, warn and then interpret the message. This sequence of information will help the public enjoy the Forest and help the Forest manager maintain the resource.

The following illustrations show an ideal sequence for communicating a message or a series of messages. Identifying the Forest resource is important. Regulating is necessary for the public's safety. Guiding them will help them reach their destination. Warning them of the hazards is essential. Interpreting the national resource will help them and the Forest managers maintain what they came to see. The total message is what is important.

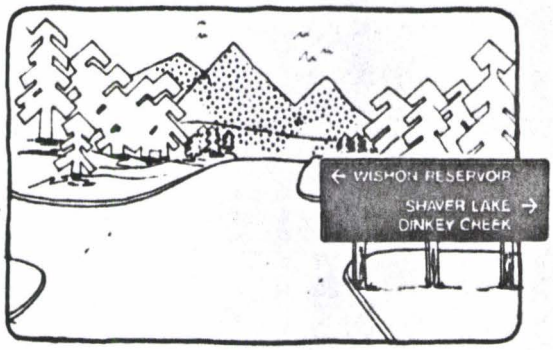
This sequence of information can be conveyed to the public by signs, posters, handouts, maps, uniformed employees and cassette recorders. Identification, guide regulatory, warning signs that can be easily seen during day and night are the most desirable means to communicate information to the public while they are traveling through a Forest environment. Interpretive facilities, posters, handouts, maps, hosts, and employees are the acceptable communication methods while they are is visiting a forest recreation area.

THIS ILLUSTRATION SHOWS AN IDEAL INFORMATION SEQUENCE FOR CONVEYING A SERIES OF MESSAGES. THE OBJECTIVE IS TO IDENTIFY, REGULATE, GUIDE, WARN AND PROVIDE INFORMATION / INTERPRETATION TO PEOPLE WITHIN A DESIGNATED RECREATION ZONE OR AREA.

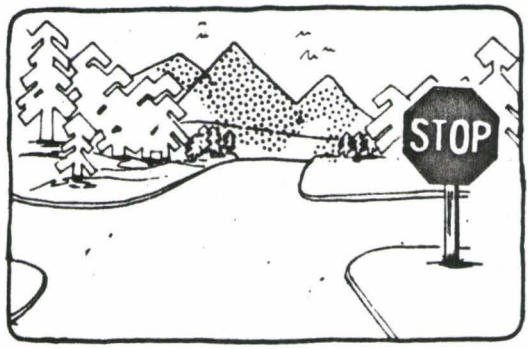


AN IDEAL SEQUENCE OF INFORMATION USING EXISTING STANDARD FOREST SERVICE SIGN SYSTEMS

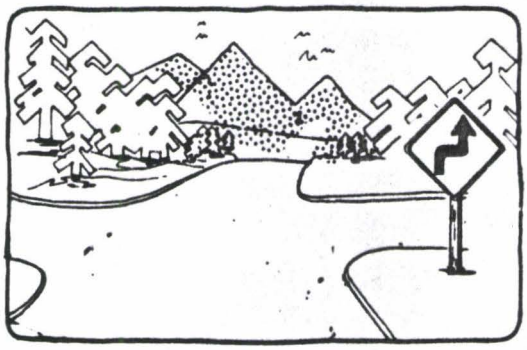
FOREST IDENTIFICATION
FI-1



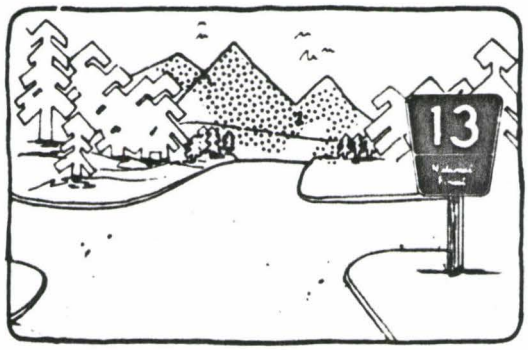
FOREST GUIDE
FG-4



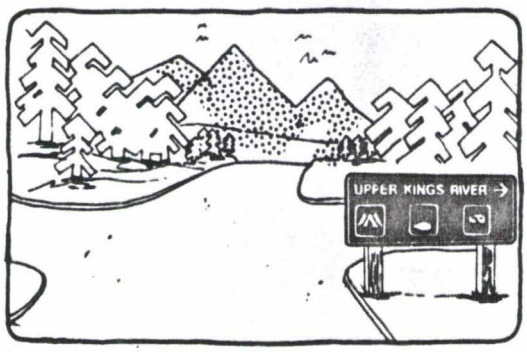
REGULATORY
R-2



WARNING
W-5

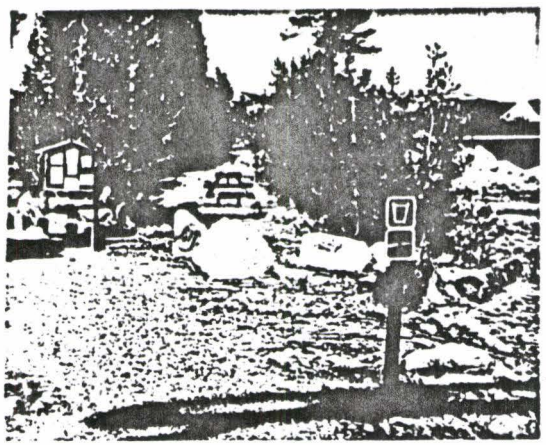


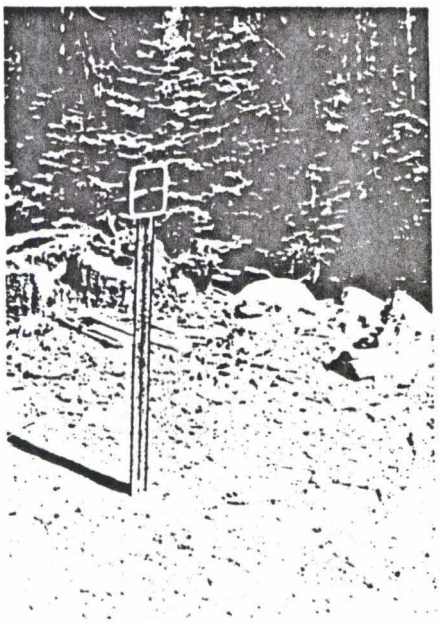
FOREST MARKER
FM-3

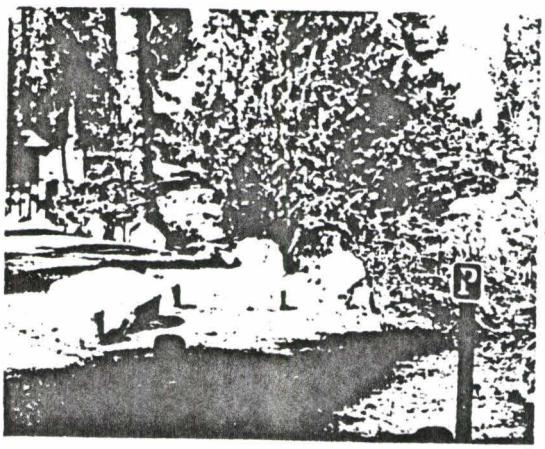


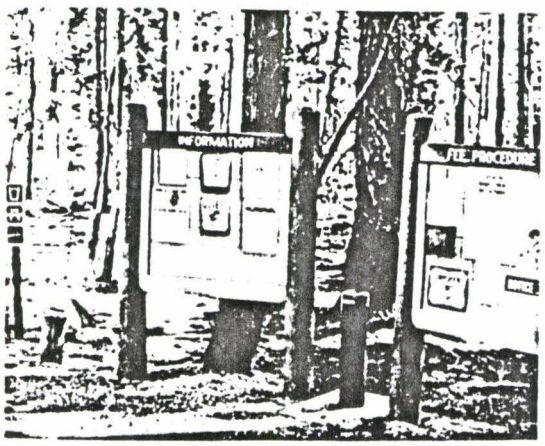
RECREATION GUIDE
(10-30 MPH) RG-6

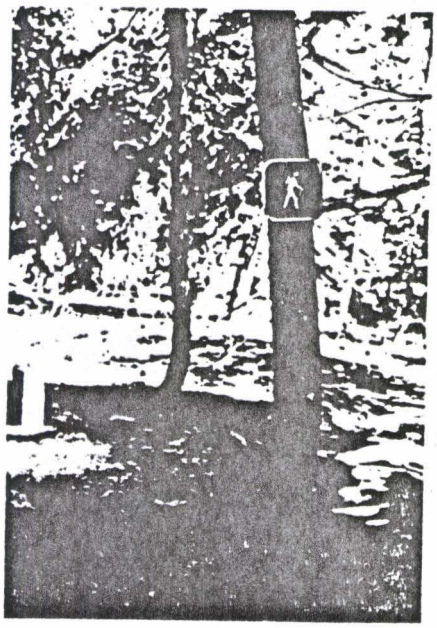
INFORMATION / REGULATORY SIGNS USING STANDARD RECREATION SYMBOLS 0-10 MPH



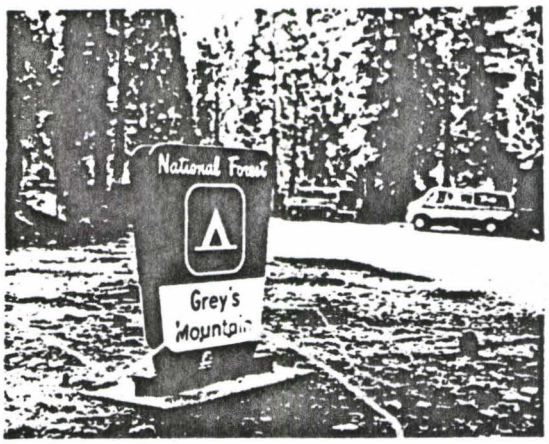


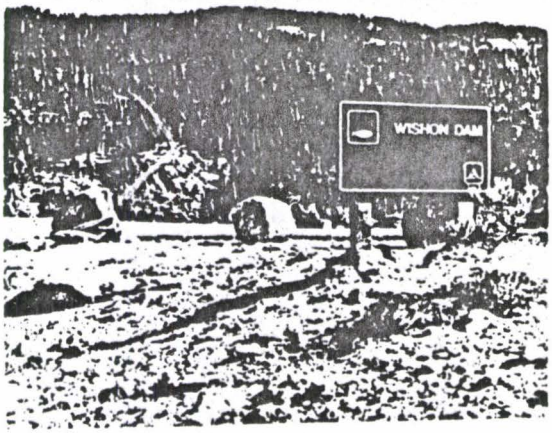






IDENTIFICATION SIGNS USING STANDARD RECREATION SYMBOLS 0-30 MPH





6.0

APPENDIX

6.5
EXISTING / PROPOSED MOTIF SYSTEMS

6.5 EXISTING/PROPOSED MOTIF SYSTEMS

Enclosed is a motif plan for one of the Sierra National Forest recreation areas.

Courtright/Wishon area motif plan

FORM
Rounded slanted tops, information and bulletin boards rounded corners with elongated forms. For barriers emphasize use of rocks barried in place with rounded upright wood barriers.

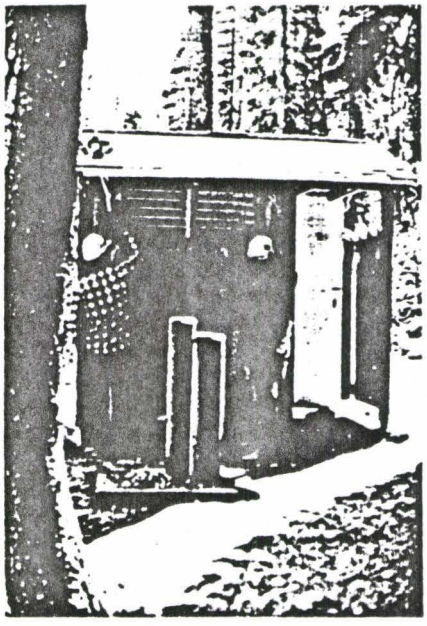
TEXTURE
Course, large and connected

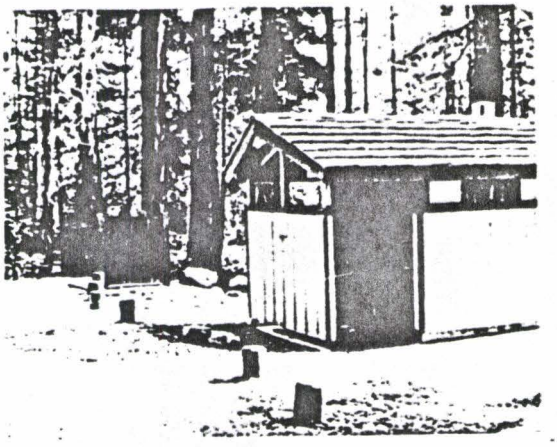
MATERIALS
Wood acceptable stained, concrete acceptable stained, stone acceptable by itself or with concrete and steel acceptable painted.

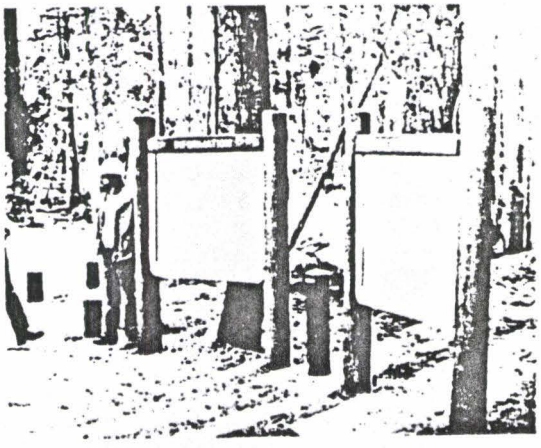
COLOR
Predominate-Olympic solid color stain "Beachwood" or equal. Trim-Olympic solid color stain "Cocoa" or equal. Accent- Olympic solid color stain "Harvest Gold" or equal.

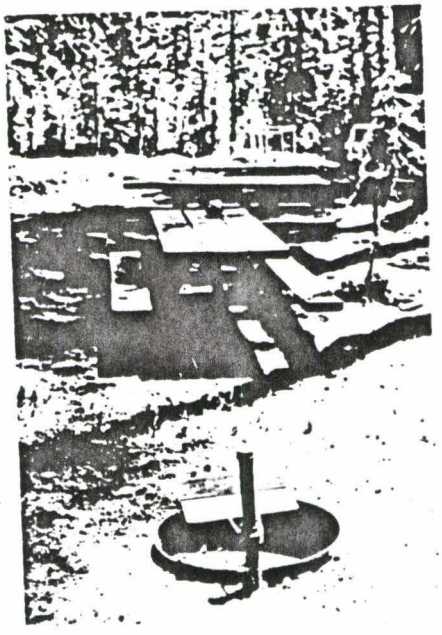
These motif plans can be followed even if the facilities are constructed or operated by agencies other than the Forest Service (like PG&E, SCE or concessionaires) on Forest Service administered lands. Implementing these motif plans will help the Forest Service maintain its identity/image with the public.

COURTRIGHT / WISHON AREA MOTIF FORM "ROUNDED": TEXTURE "COURSE": MATERIAL "WOOD": COLOR "OLYMPIC BEACHWOOD & COCOA"

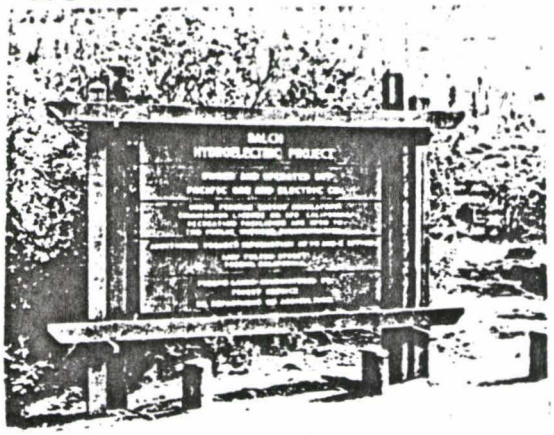


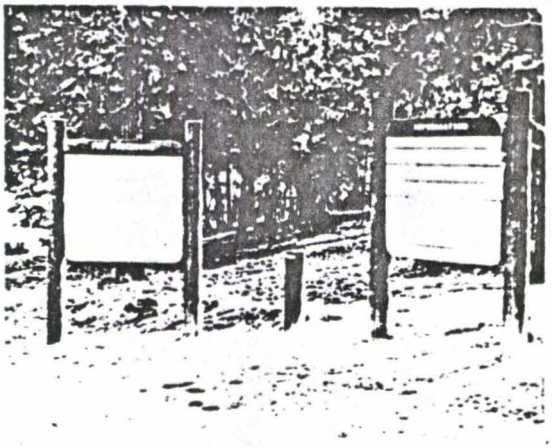


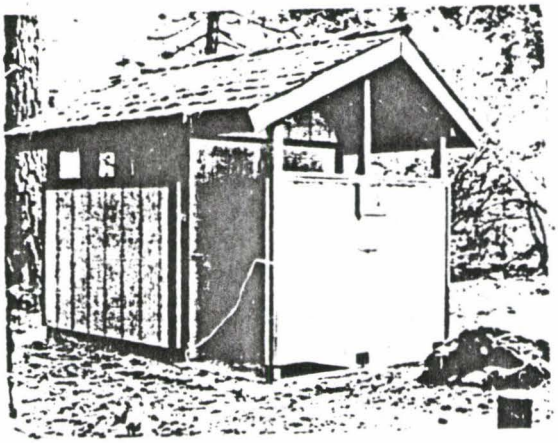


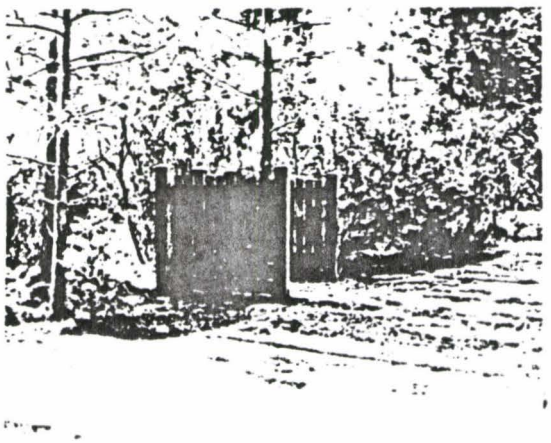


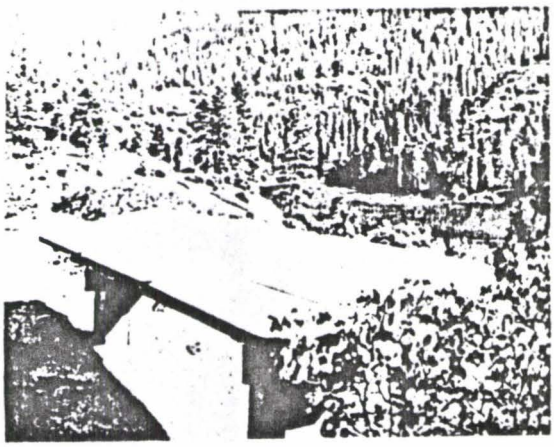
RECREATION AREA SIGNS, TOILET STRUCTURES, INFORMATION BOARDS, GARBAGE CONTAINERS, INTERPRETIVE BOARDS CAN ALSO BE PAINTED / STAINED "MOTIF" COLORS



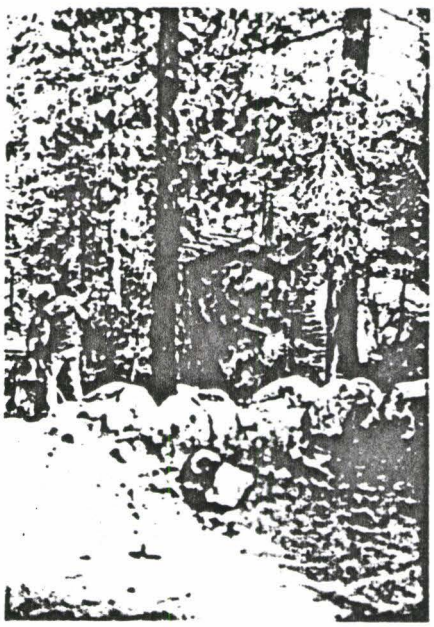


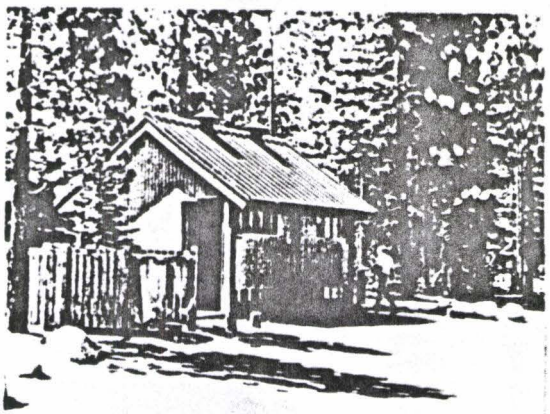


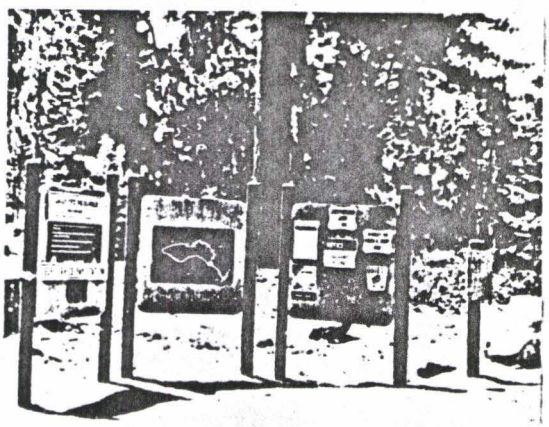


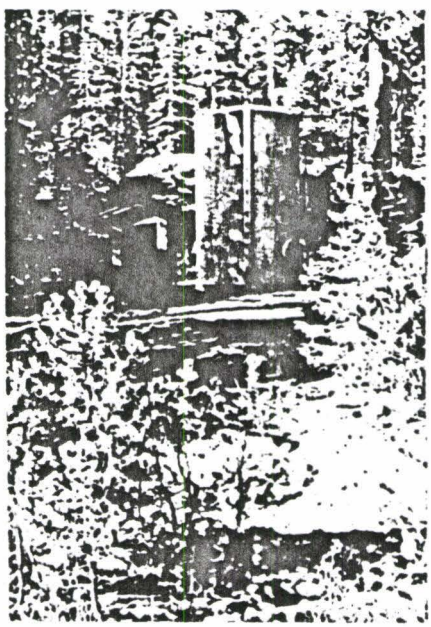


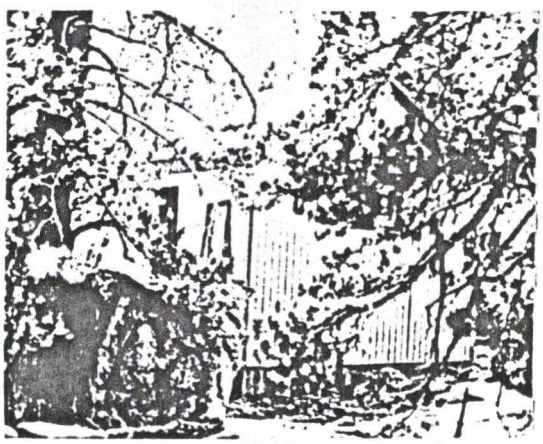
UTILITY ITEMS WITHIN RECREATION AREAS CAN ALSO BE PAINTED / STAINED "MOTIF" COLORS



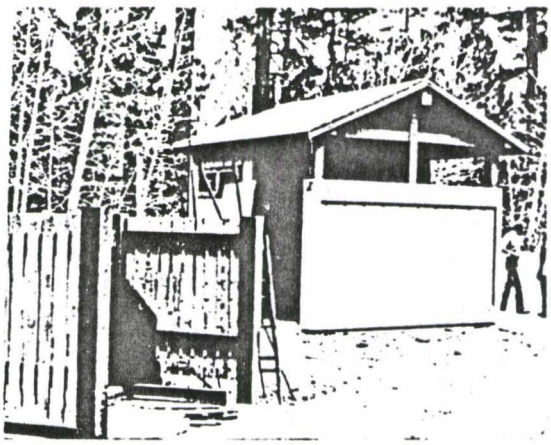


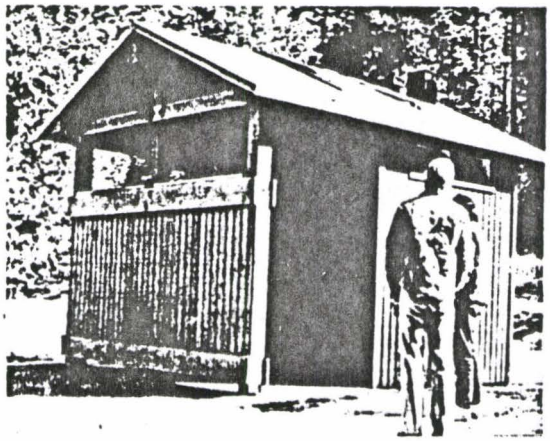


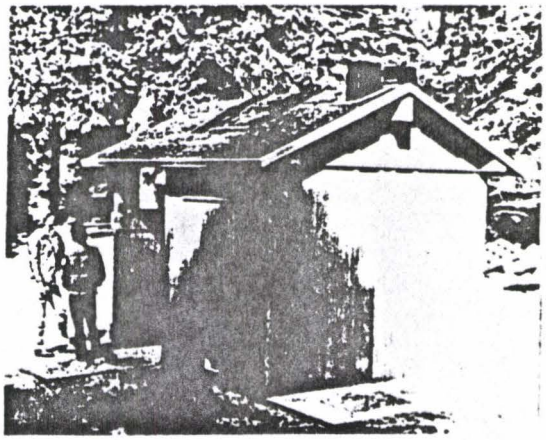




DIFFERENT RECREATION AREAS CAN HAVE THEIR OWN COLOR "MOTIF", NOTE HOW GREY ROCK BARRIERS RELATE TO STRUCTURE'S COLOR







6.0

APPENDIX

6.6
EXISTING / PROPOSED INTERPRETIVE SYSTEMS

6.6 EXISTING/PROPOSED INTERPRETIVE SYSTEMS

There are no self guided interpretive systems at the recreation sites within the Forest. There are some self guided and hosted programs on the Mariposa and Minarets Ranger districts. Some of the campgrounds have volunteer hosts, concessionaires or Pacific Gas and Electric operations to help the public understand the Forest resources. There are limited interpretive programs held during summer months at a few recreation sites. The Forest does not have anyone technically responsible for the interpretation systems within the recreation areas. The Forest also has no overall interpretive plans for any of the recreation sites.

In order to provide some true interpretive services to the public the following preliminary action items could be achieved at minimal cost.

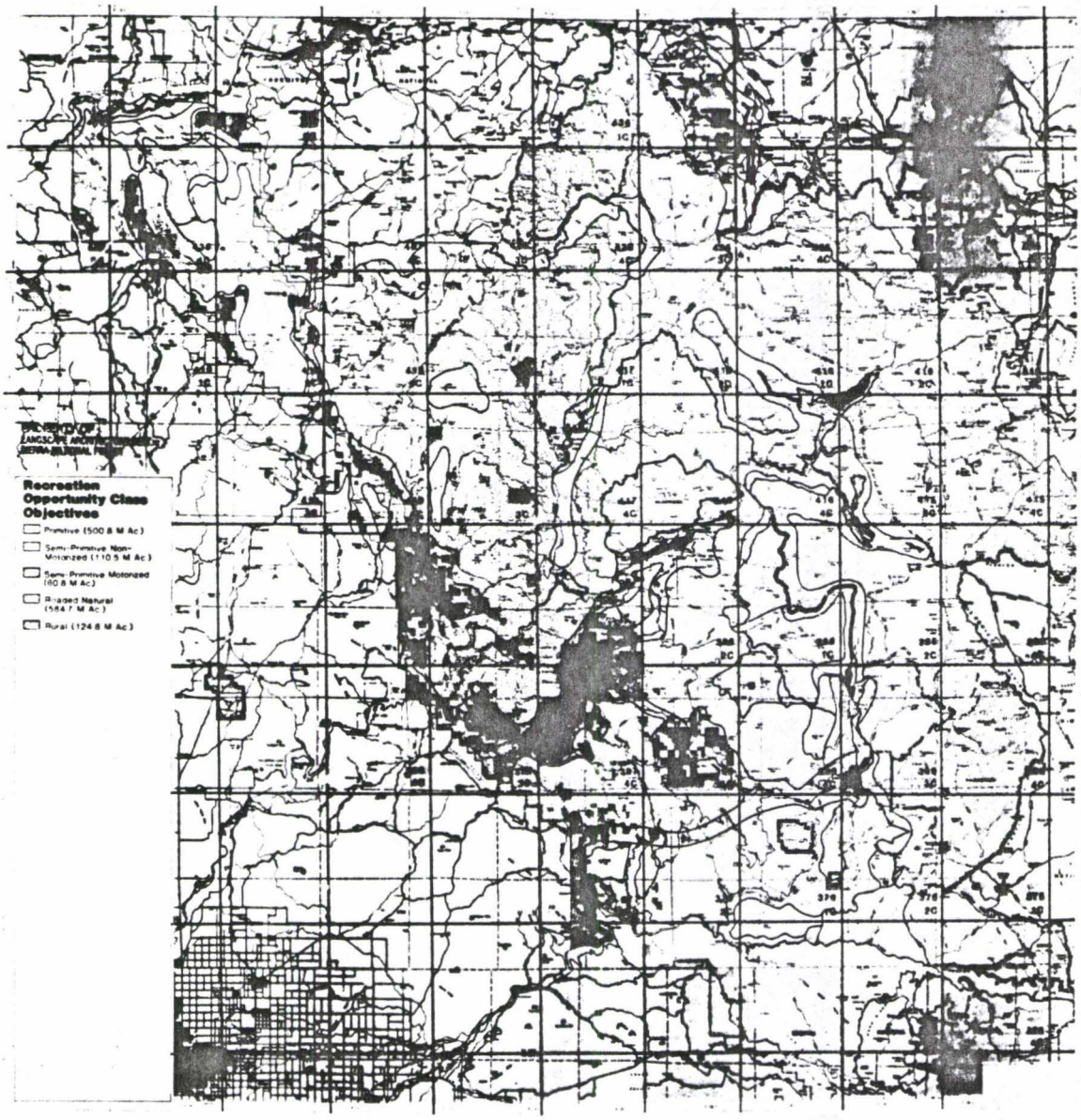
AT THE SITE

1. Post/display a large scale map showing the ROS classes and information on the activities that are of the highest quality in each recreation area as shown in the enclosed samples. This way if a person wants to photograph wild flowers and not get run over by ORVers the map will suggest a place that will have this peace and quiet related to the photography activity. If a person wants to test their "hog" on the toughest terrain without being bugged by environmentalist weirdos, the map will suggest a location. If a person/family wants to go camping with their new recreation vehicle in a facility with modern facilities and not worry about the "tenters" then the map will relate a zone that is available. On the other hand, if a person wants to walk a short distance to a camping area without seeing a whole bunch of people and urban facilities, then this map will give them directions as to what kind of activities, setting and experiences will be available in another camping area.

AT THE DISTRICT RANGER OR FOREST SUPERVISOR'S OFFICE

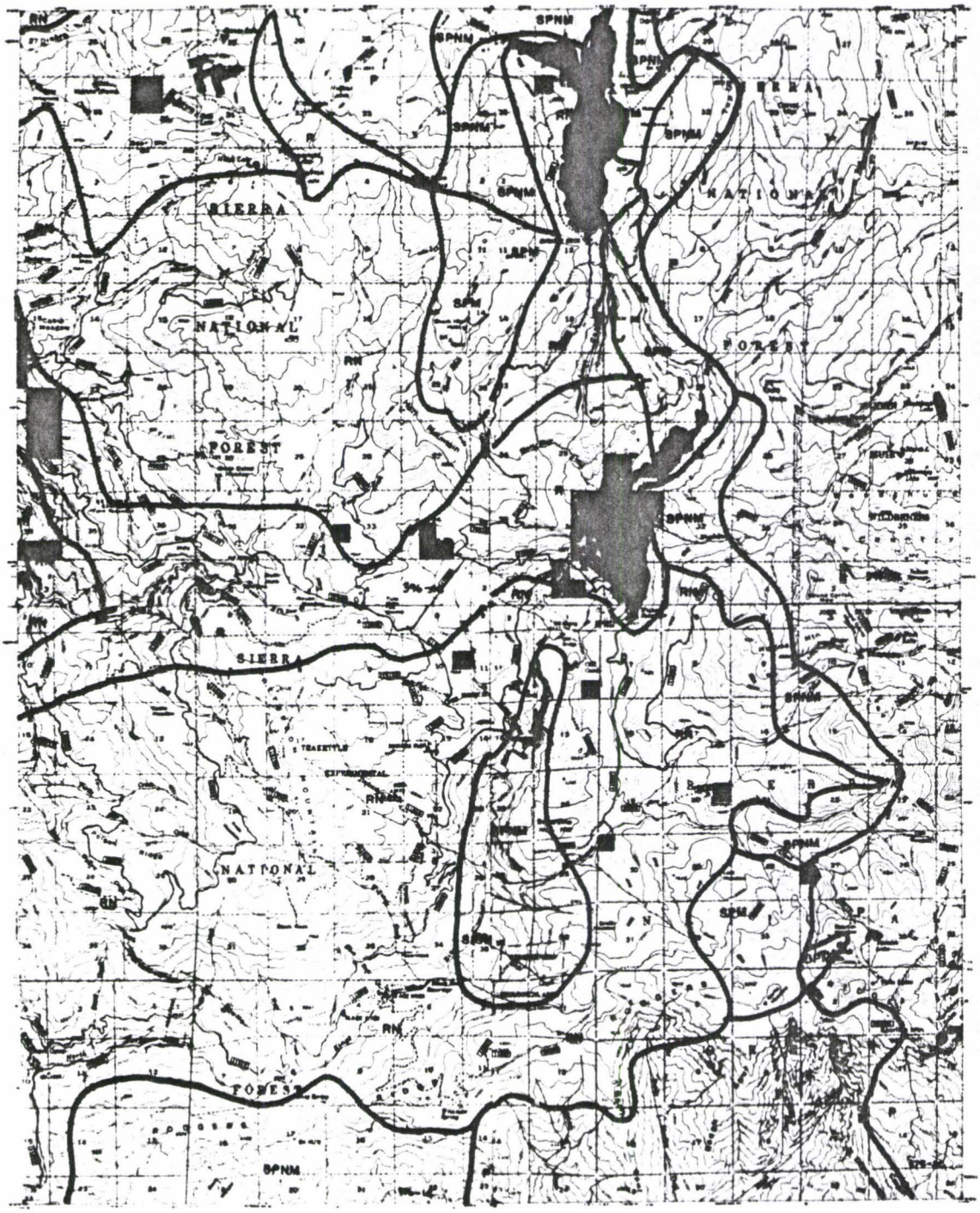
2. Post/display a large scale map showing the ROS classes along with smaller scale handout maps that show information of the activities, setting, and experiences that are available on the forest. Post/display photo albums showing photos types of activities, setting, and experience characterization of the types of environments and how/why the Forest Service plans to manage the areas in accordance to these criteria. Provide "where you are" and "what can you do" and "where to go" computer facilities that can be public operated.

PROVIDE ROS RECREATION OPPORTUNITY CLASS OBJECTIVES MAPS AT THE RANGER & SUPERVISOR OFFICES (LARGE SCALE HANDOUTS)

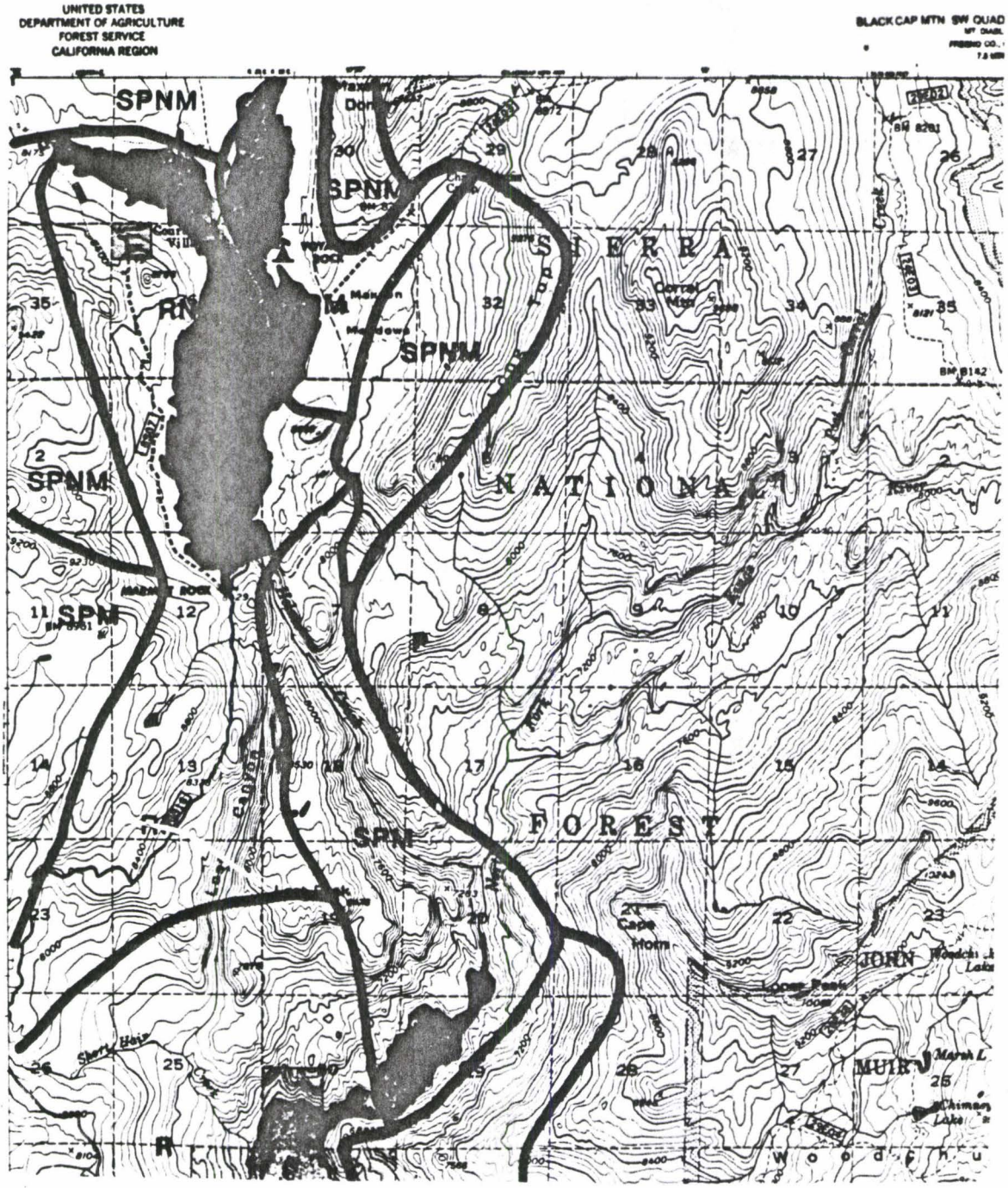

Recreation Opportunity Class Objectives
Primitive (500.8 M Ac)
Semi-Primitive Non-Motorized (110.5 M Ac)
Semi-Primitive Motorized (60.8 M Ac)
Rural (124.8 M Ac)

PROVIDE A MAP SHOWING THE ROS CLASSES AND INFORMATION ON THE ACTIVITIES AT ALL RECREATION SITES.

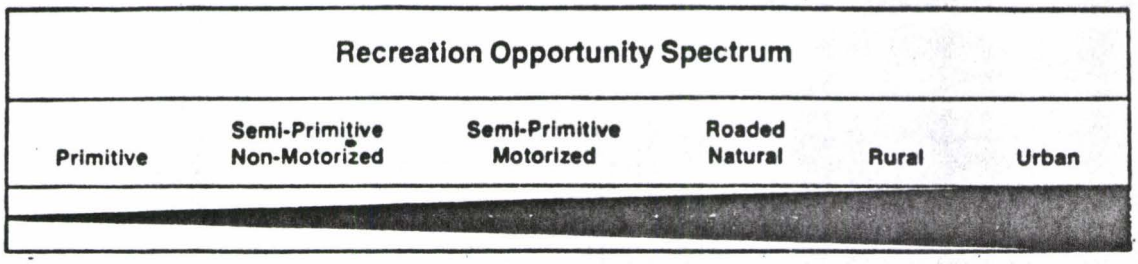
(LARGE AREA MAP ON BOARD)



PROVIDE A MAP SHOWING THE ROS CLASSES AT ALL RECREATION SITES LIKE COURTRIGHT LAKE (SMALLER AREA MAP OR INFORMATION BOARDS)


UNITED STATES
DEPARTMENT OF AGRICULTURE
FOREST SERVICE
CALIFORNIA REGION
BLACK CAP MTN SW QUAD
SPNM
SPNM
SPNM

PROVIDE INFORMATIOM ON ACTIVITIES AT ALL RECREATION SITES (SHOW NEXT TO AREA MAP ON INFORMATION BOARD)



P SPNM SPM RN R U

ROS Activity Characterization*

Primitive	Semi-Primitive Non-Motorized	Semi-Primitive Motorized	Roaded Natural	Rural	Urban

Land Based:

- Viewing Scenery
- Hiking and Walking
- Horseback Riding
- Tent Camping
- Hunting
- Nature Study
- Mountain Climbing

Water Based:

- Canoeing
- Other Watercraft (non-motorized use)
- Swimming
- Fishing

Snow and Ice Based:

- Snowplay
- X-Country Skiing/Snowshoeing

Land Based:

- Viewing Scenery
- Automobile (off-road use)
- Motorcycle and Scooter Use
- Specialized Landcraft Use
- Aircraft Use
- Hiking and Walking
- Horseback Riding
- Camping
- Hunting
- Nature Study
- Mountain Climbing

Water Based:

- Boating (powered)
- Canoeing
- Sailing
- Other Boating
- Swimming
- Diving (skin or scuba)
- Fishing

Snow and Ice Based:

- Ice and Snowcraft Use
- Skiing, Downhill
- Snowplay
- X-Country Skiing/Snowshoeing

Land Based:

- Viewing Scenery
- Viewing Activities
- Viewing Works of Human-Kind
- Automobile (includes off-road use)
- Motorcycle and Scooter Use
- Specialized Landcraft Use
- Train and Bus Touring
- Aircraft Use
- Aerial Trams and Lifts Use
- Hiking and Walking
- Bicycling
- Horseback Riding
- Camping
- Picnicking
- Resort and Commercial Services Use
- Resort Lodging
- Recreation Cabin Use
- Hunting
- Nature Studies
- Mountain Climbing
- Gathering Forest Products
- Interpretive Services

Water Based:

- Tour Boat and Ferry Use
- Boat (Powered)
- Canoeing
- Sailing
- Other Watercraft Use
- Swimming and Waterplay
- Diving (skin and scuba)
- Waterskiing and Water-Sports
- Fishing

Snow and Ice Based:

- Ice and Snowcraft Use
- Ice Skating
- Sledding and Tobogganing
- Downhill Skiing
- Snowplay
- X-Country Skiing/Snowshoeing

Land Based:

- Viewing Scenery
- Viewing Activities
- Viewing Works of Human-Kind
- Automobile (includes off-road use)
- Motorcycle and Scooter Use
- Train and Bus Touring
- Aircraft Use
- Aerial Trams and Lifts Use
- Hiking and Walking
- Bicycling
- Horseback Riding
- Camping
- Picnicking
- Resort and Commercial Services Use
- Resort Lodging
- Recreation Cabin Use
- Hunting
- Nature Studies
- Gathering Forest Products
- Interpretive Services
- Team Sports Participation
- Individual Sports Participation
- Games and Play Participation

Water Based:

- Tour Boat and Ferry Use
- Boat (Powered)
- Canoeing
- Sailing
- Other Watercraft Use
- Swimming and Waterplay
- Diving (skin and scuba)
- Waterskiing and Watersports
- Fishing

Snow and Ice Based:

- Ice and Snowcraft Use
- Ice Skating
- Sledding and Tobogganing
- Downhill Skiing
- Snowplay
- X-Country Skiing/Snowshoeing

PROVIDE INFORMATION ON ACTIVITIES ON ALL RECREATION SITES (CHECK ITEMS UNDER SETTING OR EXPERIENCE THAT PERTAIN TO SPECIFIC RECREATION AREAS i.e. COURTRIGHT LAKE)

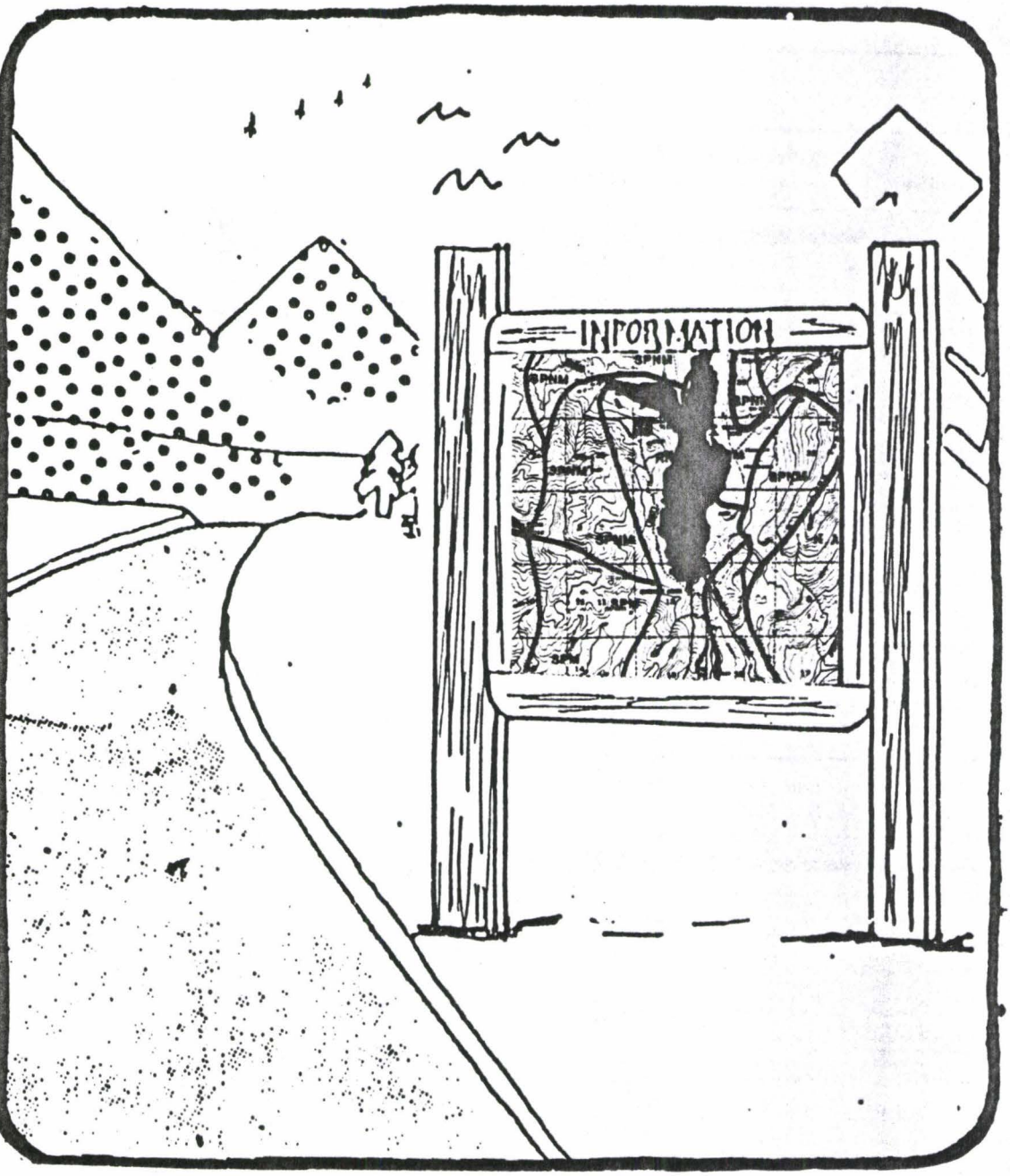
ROS Setting Characterization*

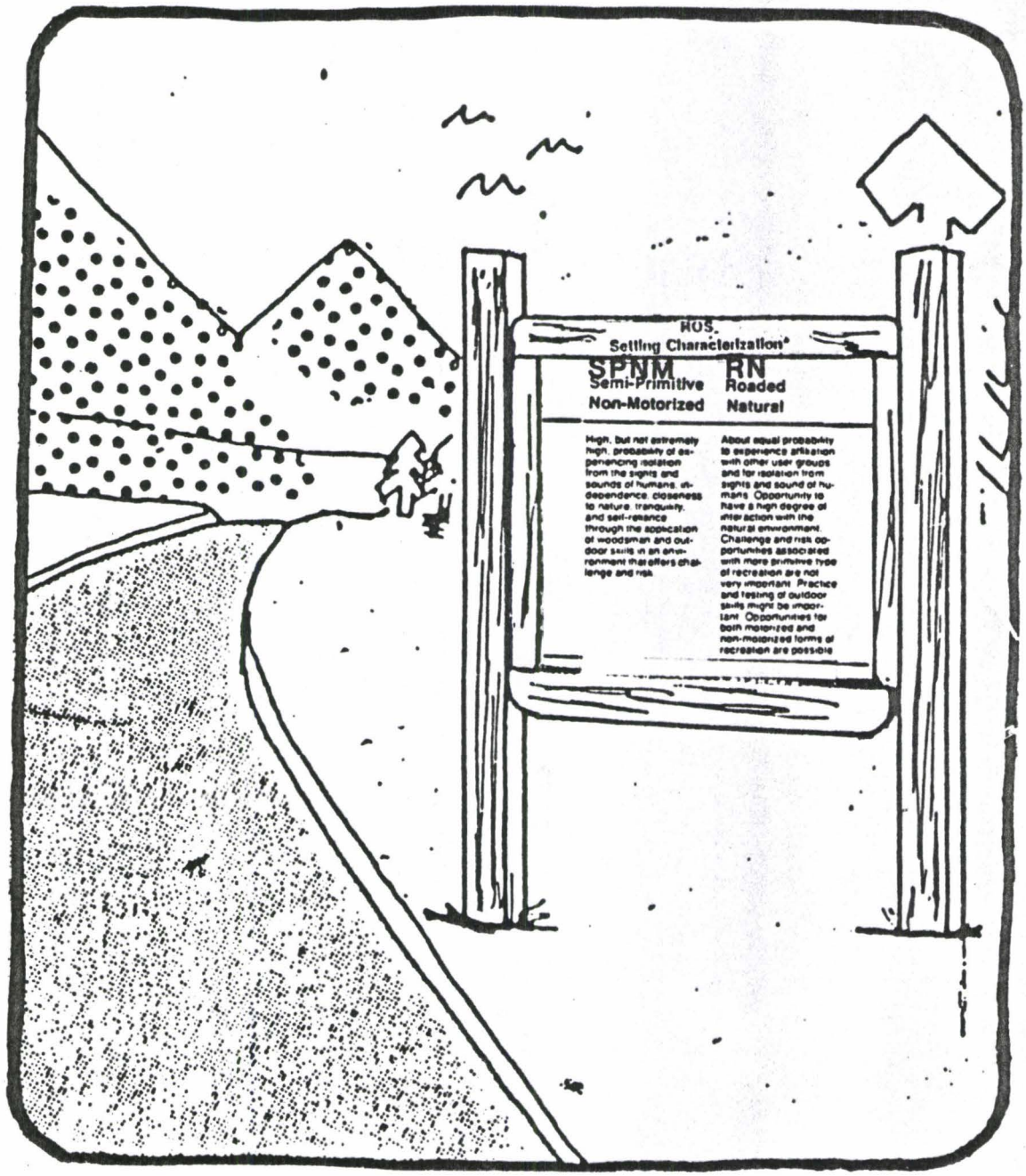
Primitive	Semi-Primitive Non-Motorized	Semi-Primitive Motorized	Roaded Natural	Rural	Urban
Area is characterized by essentially unmodified natural environment of fairly large size. Interaction between users is very low and evidence of other users is minimal. The area is managed to be essentially free from evidence of human-induced restrictions and controls. Motorized use within the area is not permitted.	Area is characterized by a predominantly natural or natural-appearing environment of moderate-to-large size. Interaction between users is low, but there is often evidence of other users. The area is managed in such a way that minimum on-site controls and restrictions may be present, but are subtle. Motorized use is not permitted.	Area is characterized by a predominantly natural or natural-appearing environment of moderate-to-large size. Concentration of users is low, but there is often evidence of other users. The area is managed in such a way that minimum on-site controls and restrictions may be present, but are subtle. Motorized use is permitted.	Area is characterized by predominantly natural-appearing environments with moderate evidences of the sights and sounds of man. Such evidences usually harmonize with the natural environment. Interaction between users may be low to moderate, but with evidence of other users prevalent. Resource modification and utilization practices are evident, but harmonize with the natural environment. Conventional motorized use is provided for in construction standards and design of facilities.	Area is characterized by substantially modified natural environment. Resource modification and utilization practices are to enhance specific recreation activities and to maintain vegetative cover and soil. Sights and sounds of humans are readily evident, and the interaction between users is often moderate to high. A considerable number of facilities are designed for use by a large number of people. Facilities are often provided for special activities. Moderate densities are provided far away from developed sites. Facilities for intensified motorized use and parking are available.	Area is characterized by a substantially urbanized environment, although the background may have natural-appearing elements. Renewable resource modification and utilization practices are to enhance specific recreation activities. Vegetative cover is often exotic and manicured. Sights and sounds of humans, on-site, are predominant. Large numbers of users can be expected, both on-site and in nearby areas. Facilities for highly intensified motor use and parking are available with forms of mass transit often available to carry people throughout the site.

ROS Experience Characterization*

Primitive	Semi-Primitive Non-Motorized	Semi-Primitive Motorized	Roaded Natural	Rural	Urban
Extremely high probability of experiencing isolation from the sights and sounds of humans, independence, closeness to nature, tranquility, and self-reliance through the application of woodsman and outdoor skills in an environment that offers a high degree of challenge and risk.	High, but not extremely high, probability of experiencing isolation from the sights and sounds of humans, independence, closeness to nature, tranquility, and self-reliance through the application of woodsman and outdoor skills in an environment that offers challenge and risk.	Moderate probability of experiencing isolation from the sights and sounds of humans, independence, closeness to nature, tranquility, and self-reliance through the application of woodsman and outdoor skills in an environment that offers challenge and risk. Opportunity to have a high degree of interaction with the natural environment. Opportunity to use motorized equipment while in the area.	About equal probability to experience affiliation with other user groups and for isolation from sights and sound of humans. Opportunity to have a high degree of interaction with the natural environment. Challenge and risk opportunities associated with more primitive type of recreation are not very important. Practice and testing of outdoor skills might be important. Opportunities for both motorized and non-motorized forms of recreation are possible.	Probability for experiencing affiliation with individuals and groups is prevalent, as is the convenience of sites and opportunities. These factors are generally more important than the setting of the physical environment. Opportunities for wildland challenges, risk-taking, and testing of outdoor skills are generally unimportant except for specific activities like downhill skiing, for which challenge and risk-taking are important elements.	Probability for experiencing affiliation with individuals and groups is prevalent, as is the convenience of sites and opportunities. Experiencing natural environments, having challenges and risks afforded by the natural environment, and the use of outdoor skills are relatively unimportant. Opportunities for competitive and spectator sports and for passive uses of highly human-influenced parks and open spaces are common.

*These experiences are highly probable outcomes of participating in recreation activities in specific recreation settings.


INFORMATION


ROS
Setting Characterization*
SPNM
Semi-Primitive
Non-Motorized
RN
Roaded
Natural
High, but not extremely high, probability of experiencing isolation from the sights and sounds of humans, self-dependence, closeness to nature, tranquility, and self-reliance through the application of woodsman and outdoor skills in an environment that offers challenge and risk.
About equal probability to experience affiliation with other user groups and for isolation from sights and sound of humans. Opportunity to have a high degree of interaction with the natural environment. Challenge and risk opportunities associated with more primitive type of recreation are not very important. Practice and testing of outdoor skills might be important. Opportunities for both motorized and non-motorized forms of recreation are possible

6.0

APPENDIX

6.7
EXISTING / SIGN / MOTIF / INTERPRETIVE AND INFORMATION SYSTEMS

6.7 EXISTING SIGN, MOTIF, INTERPRETIVE AND INFORMATION SYSTEMS

Enclosed are about 150 pictures showing samples of the existing communication systems used on the Forest. The pictures show identification, guide, regulatory, information and interpretive messages. Most of these public contact message methods are on "signs" but some are on buildings, structures, barriers, and posters that are also "signs" because they convey a message, and represent an image to the public. Some identify the Forest by means of a standard shield and name like Sierra National Forest. Some identify the Forest by a type of architectural or color motif. Some sign messages guide or regulate or warn by means of national highway symbols or words.

A preliminary analysis of these pictures indicate the following issues or observations:

The sign systems

The standard identification (entrance) signs are well represented on the Forest. The existing signs are well maintained. The sign shield is often too small or hard to read and the USDA is almost not seen at all on most of the signs. Most of the sign messages are not visually evident at night and the "Family of Shapes" is almost lost because of the background or the fact that there is no border present on the sign.

The standard recreation identification (entrance) sign is also well represented on the forest. They are well maintained. The yellow and brown signs are evident mostly during the day. The shield is missing or originally not installed on 80 percent of the signs. Some messages have too many lines, are small and hard to read during the day and almost impossible to read at night.

About two Forest recreation areas are using the national recreation symbols effectively. The majority of the areas are still using the old standards like "don"t do" or words on signs to convey messages to the public.

Almost 80 percent of the signs on the Forest are fabricated to Forest Service handbook standards. The remaining are still built to old or custom made individual standards. Many of the new highway guide signs are being installed so they can be seen both day and night. Most of the recreation signs within the campgrounds are not readable during the night.

The motif systems

About 75 percent of the Forest recreation areas have already converted to the Forest Motif colors. The facilities that have been painted or stained the motif colors have a well maintained image. This system seems to be working well.

The interpretation systems

There are some good existing interpretive displays at three of the Ranger stations. The S.O. and one district office have limited displays. There are no interpretive systems at any of the Forest recreation sites. There are some campground "rules" type information available to the public at most of the recreation sites. Some live interpretive type programs are available at a few of the recreation areas during the summer months.

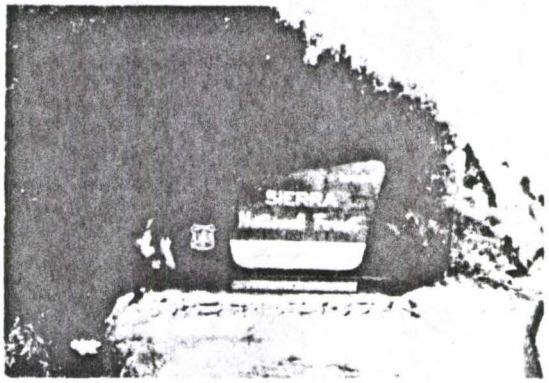
The information systems

The forest has a flood of good handout information available to the public at all the ranger stations and at the supervisors office. Most of the publications follow the R-5 publication format. No one is responsible to monitor the overall quality or quantity of the documents.

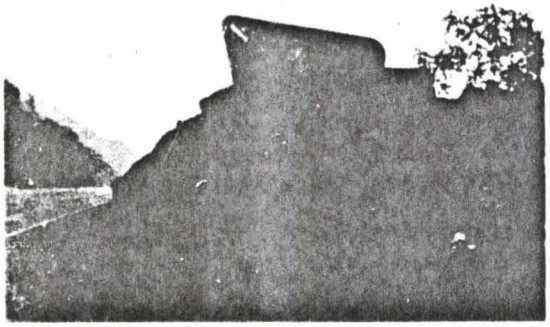
ON HIGHWAY 168,

PINERIDGE RANGER DISTRICT

1 IDENTIFICATION SIGN
Standard Entrance, good use of shield



1



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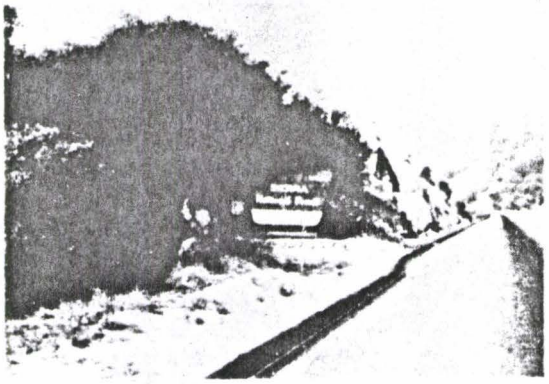
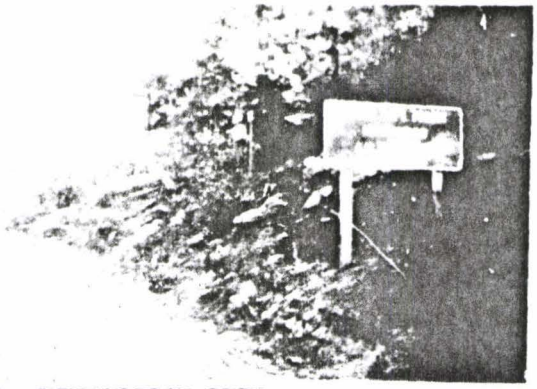


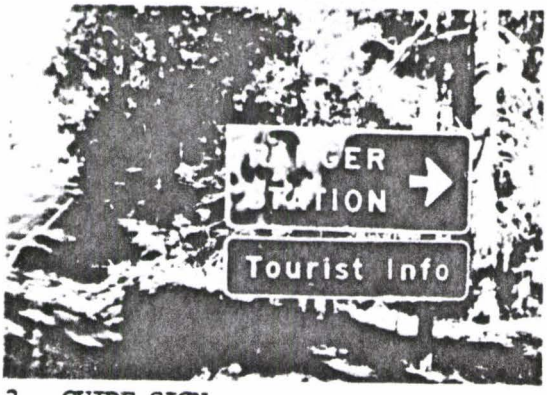
1

1

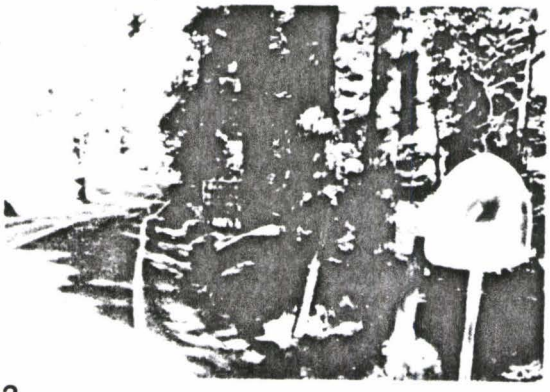
NEAR PINERIDGE RANGER
STATION ON HWY. 168



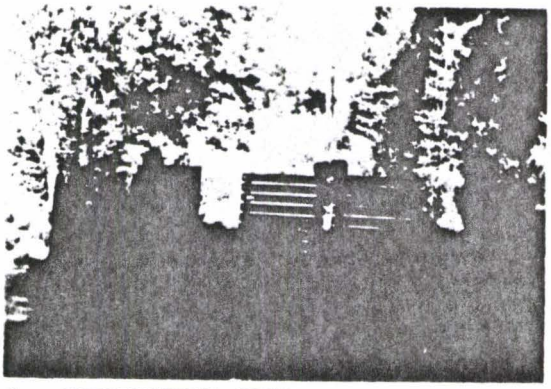
2 INFORMATION SIGN
Standard State sign, good radio inf.



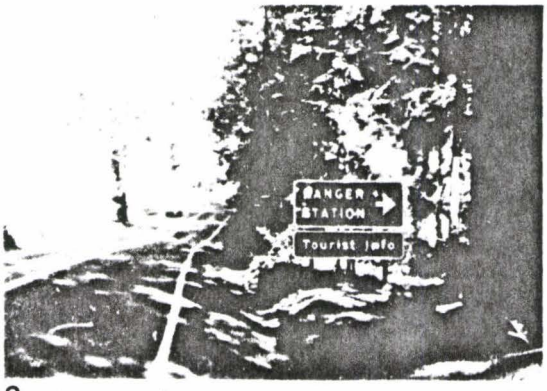
3. GUIDE SIGN
Standard State sign, night readable



3



4. INFORMATION SIGN
Standard F.S. fire sign,no shield



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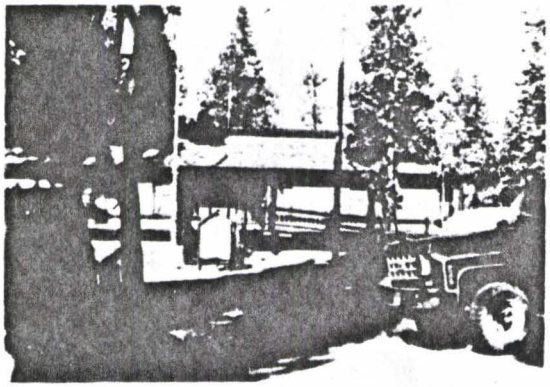
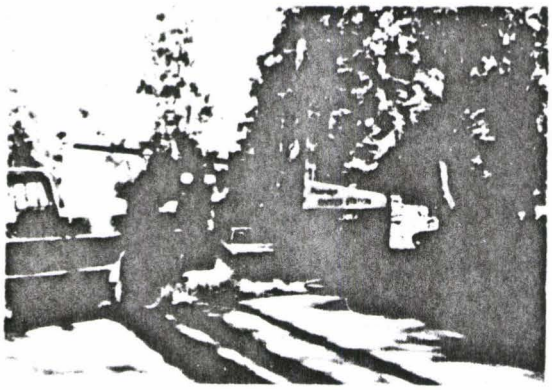
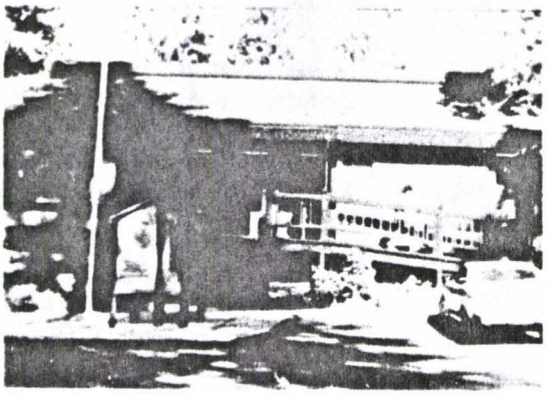


5. INTERPRETIVE SIGN
At Pineridge Ranger Station

AT PINERIDGE RANGER
STATION NEAR HWY. 168

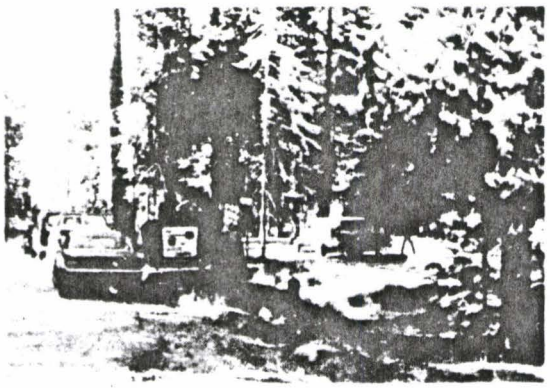


6. IDENTIFICATION SIGN
Standard F.S. Entrance, excellent



8. INTERPRETIVE STRUCTURE
Sierra stn.,note stn. Shield

6

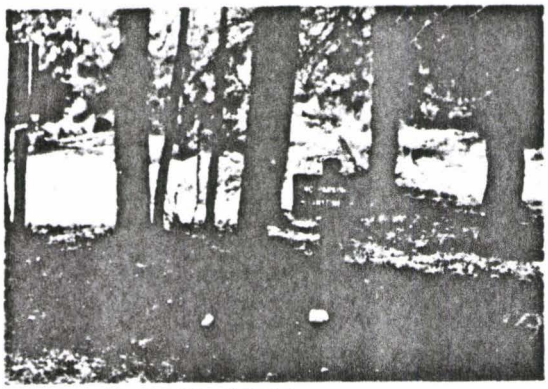


7. INFORMATION SIGN
Fire sign on back of ent.sign?

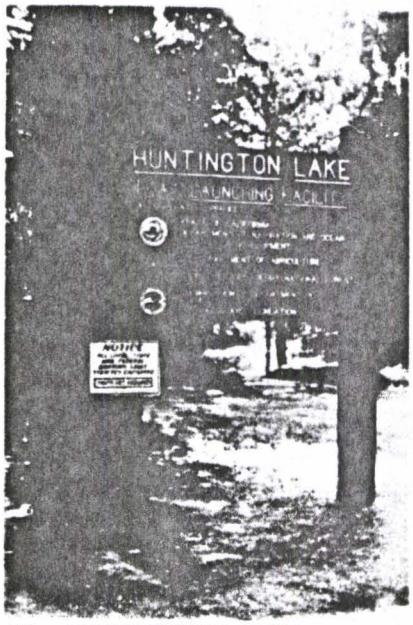
8

AT HUNTINGTON LAKE

PARKING LOT

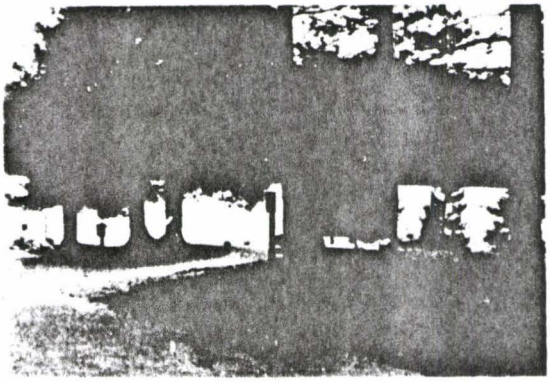


9. REGULATORY SIGNS
F.S. non-standard



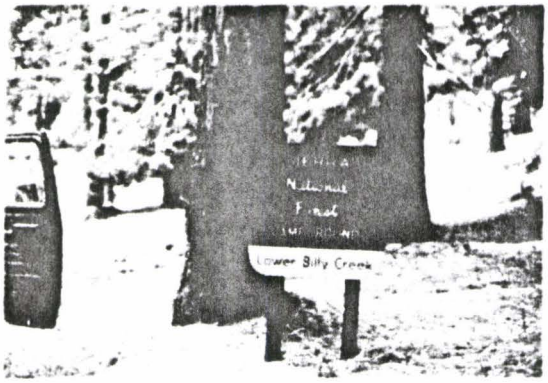
11 INFORMATION SIGN
Joint,note Shield,poor add on sign

9

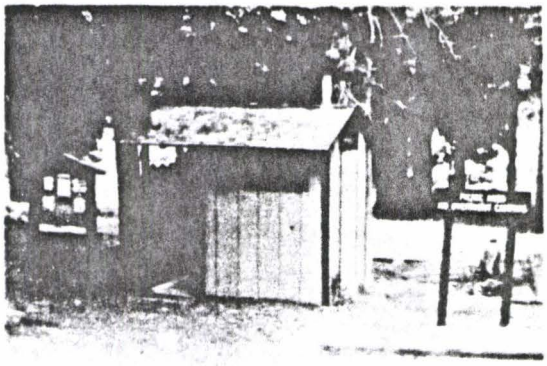


10 INFORMATION STRUCTURE
F.S. old standard,hard to see

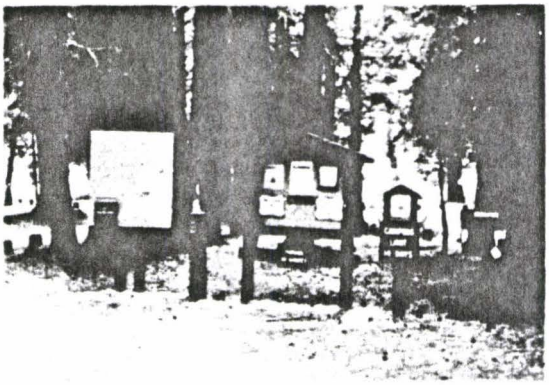
AT HUNTINGTON LAKE
NORTH SIDE



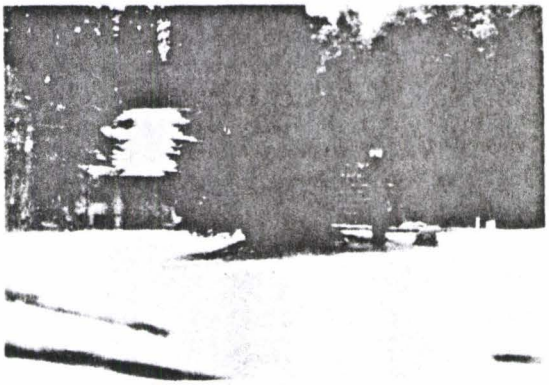
12 IDENTIFICATION SIGN
F.S. stn. no Shield



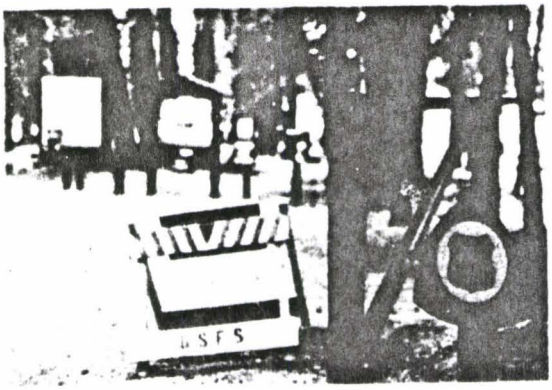
15 REGULATORY SIGNS
F.S. old stn.,no symbols



13 INFORMATION STRUCTURES
F.S. old stns



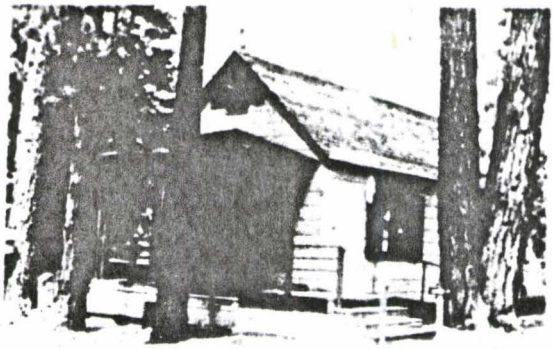
16 IDENTIFICATION SIGN
Special Use, 7 lines hard to read



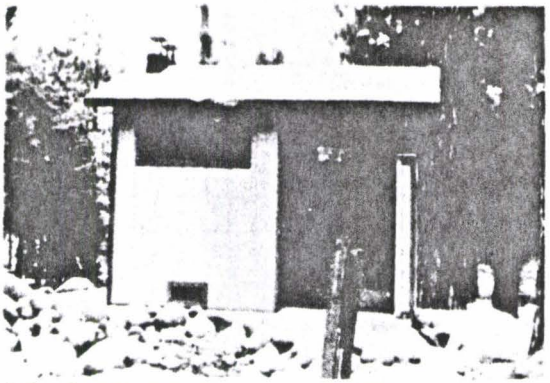
14 IDENTIFICATION SIGN
F.S. stn, good use of Shield

ON KAISER PASS ROAD

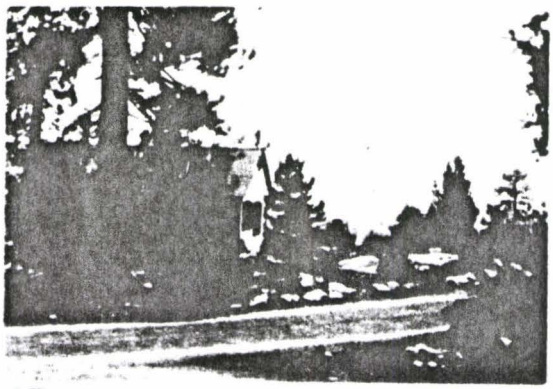
AT MONO HOT SPRINGS C.G.



17 IDENTIFICATION BUILDING
Old F.S.buildings,new motif colors



18 IDENTIFICATION BUILDING
F.S. stn. with F.S. design & colors



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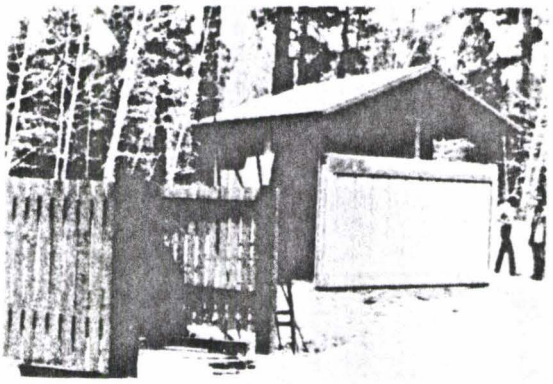
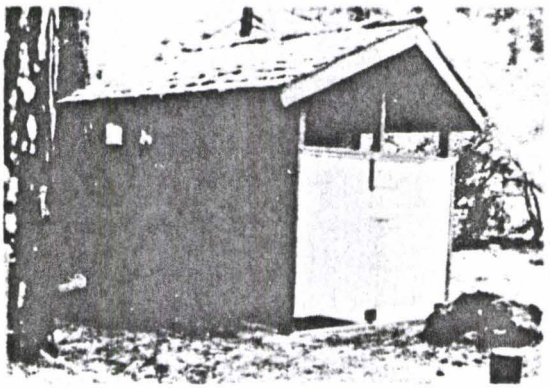


18

17



19 IDENTIFICATION BUILDING
PG&E stn. with F.S. colors

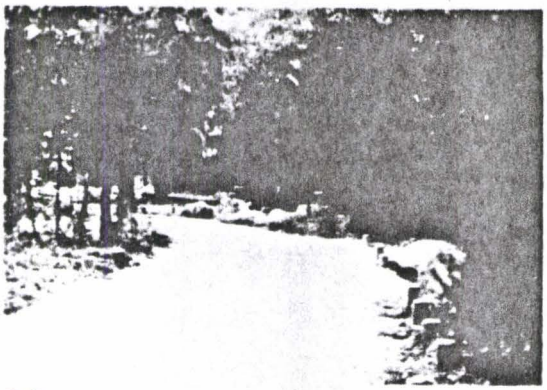
AT MONO HOT SPRINGS
C.G. F.S. CONSTRUCTION

20 REGULATORY BARRIERS
SCE & FS const using FS stns.

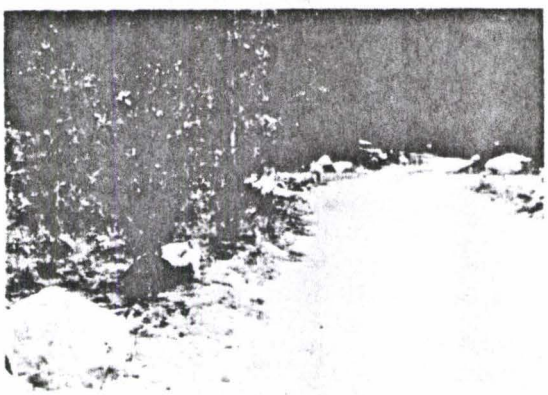
20

20

AT FLORENCE LAKE C.G.
SCE CONSTRUCTION



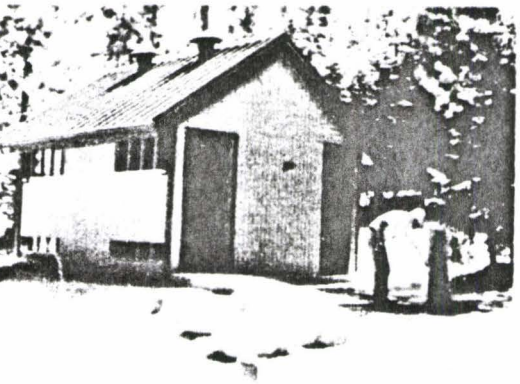
20



20

AT MONO CREEK C.G.
SCE CONSTRUCTION

IDENTIFICATION BUILDINGS
E with FS motif colors



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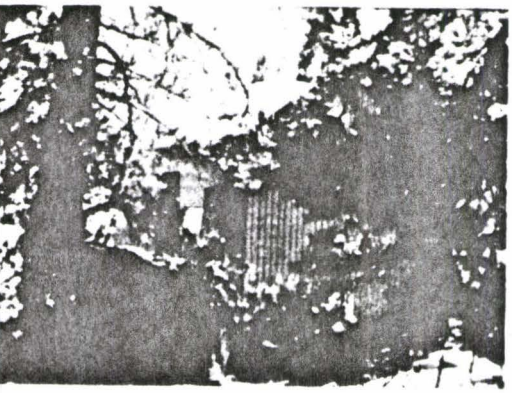
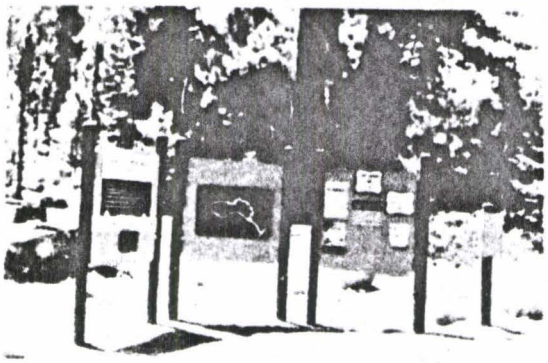
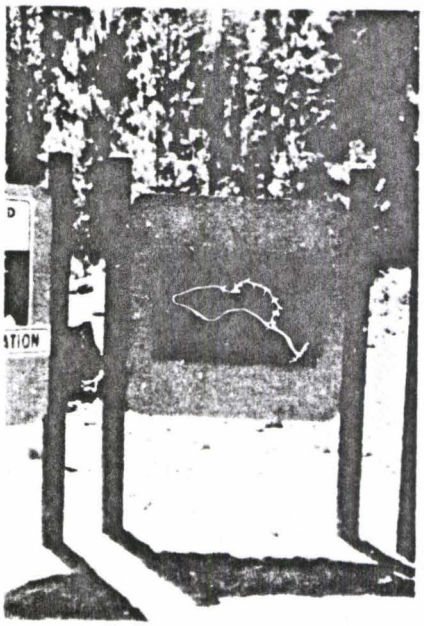


IDENTIFICATION BUILDINGS
E const with FS motif colors

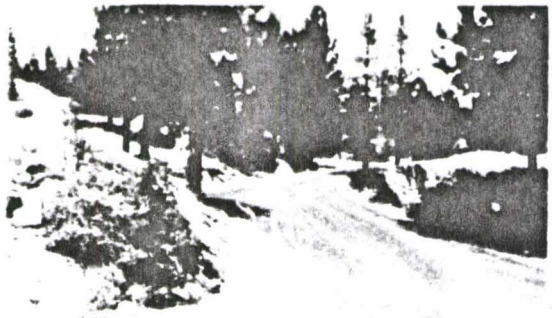


23 INFORMATION BOARDS
SCE const with FS motif design/colors

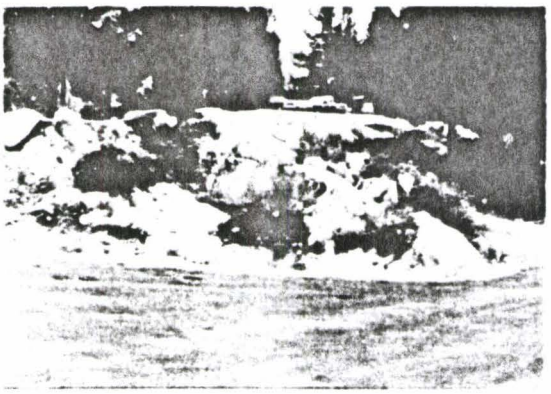


23

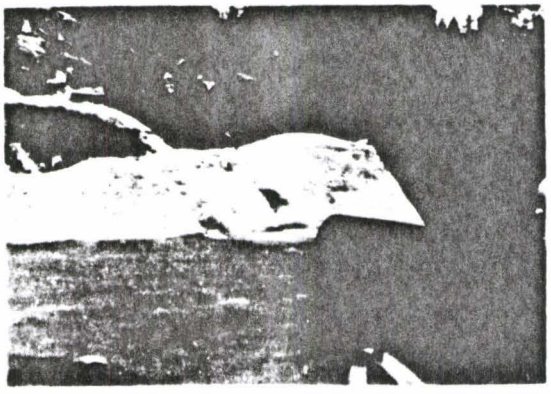
AT FLORENCE LAKE BOAT
SITE SCE CONSTRUCTION



24 REGULATORY BARRIERS
SCE const using FS standards

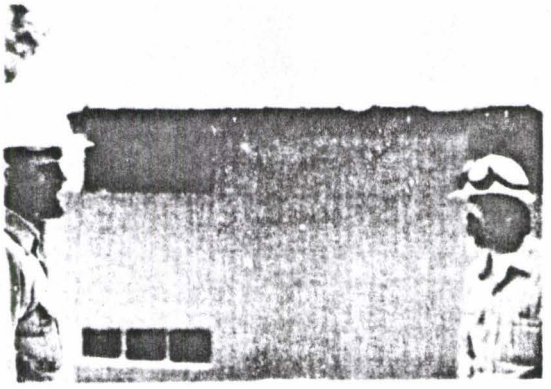


24



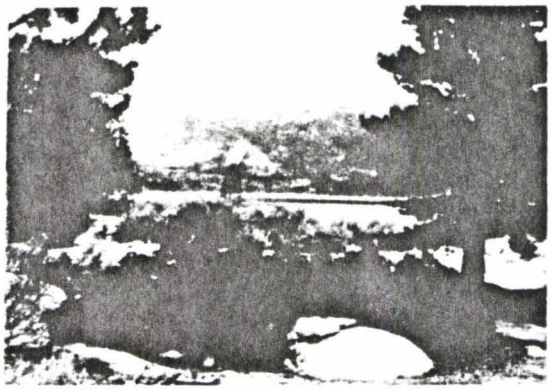
24

25 IDENTIFICATION UNIFORMS
Using Official FS field uniforms

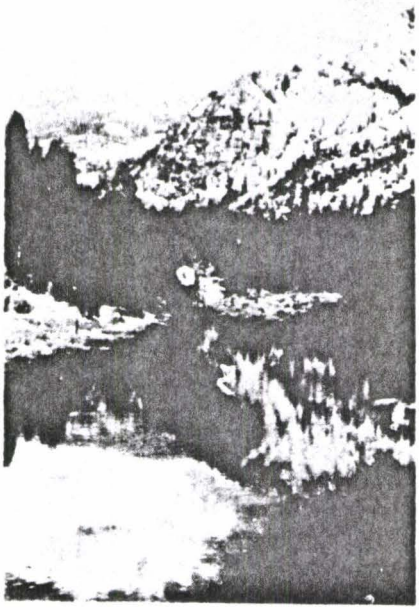


25

AT FLORENCE LAKE



26 IDENTIFICATION RESOURCE
The Natural environment



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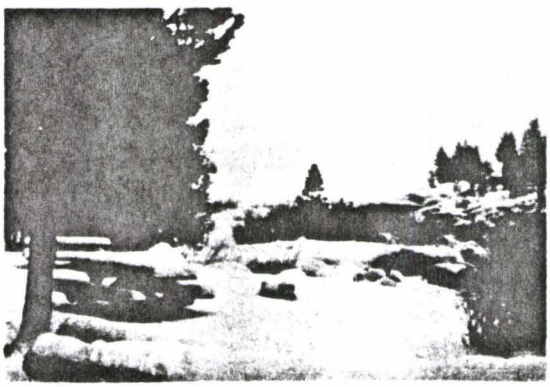

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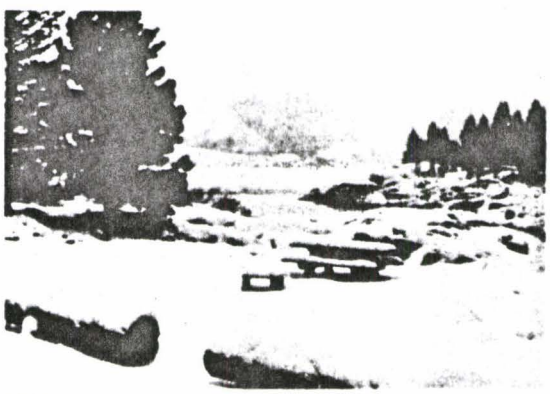
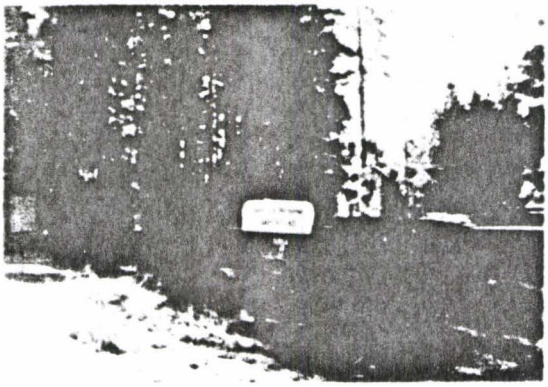


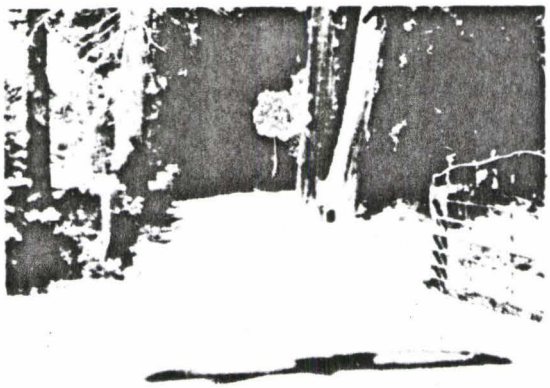
26

ON DINKEY CREEK ROAD, KINGS RIVER RANGER DISTRICT

27 IDENTIFICATION SIGN
SCE sign

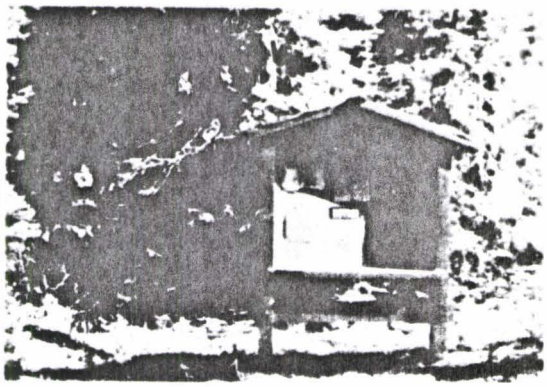


28 IDENTIFICATION SIGN
FS stn entrance, no shield

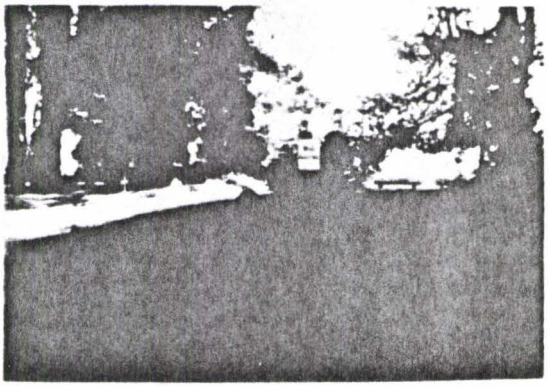


29 REGULATORY SIGN
FS recreation Non-standard

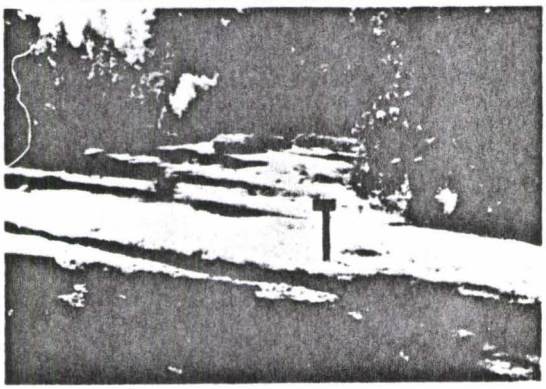
WITHIN SWANSON MEADOW C.G.



30 INFORMATION STRUCTURE
FS old standard



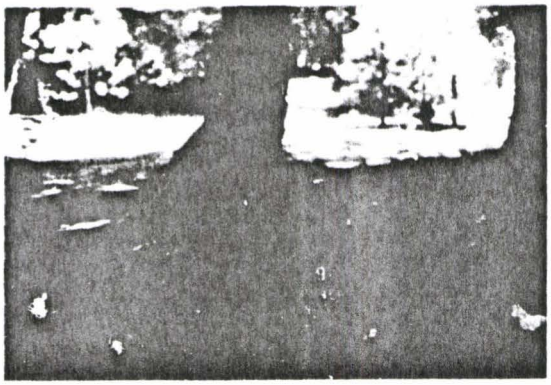
31 REGULATORY SIGNS
FS recreation non-standard



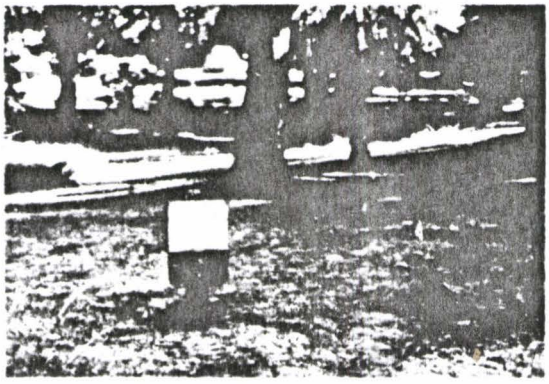
WITHIN SWANSON MEADOW

C.G.

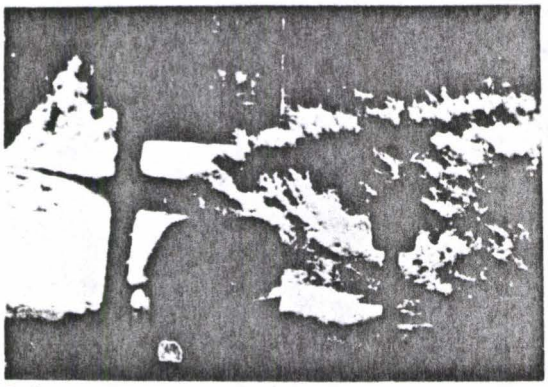
32 REGULATORY SIGNS
FS recreation non-standard



33 INFORMATION SIGN
FS recreation standard



34 REGULATORY SIGNS
FS stn barriers required



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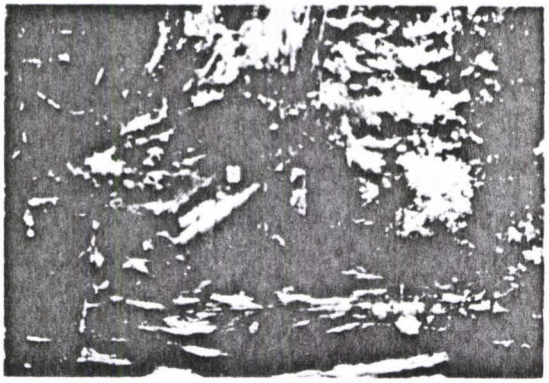
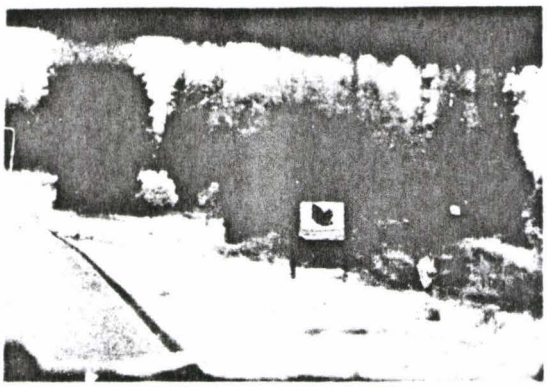
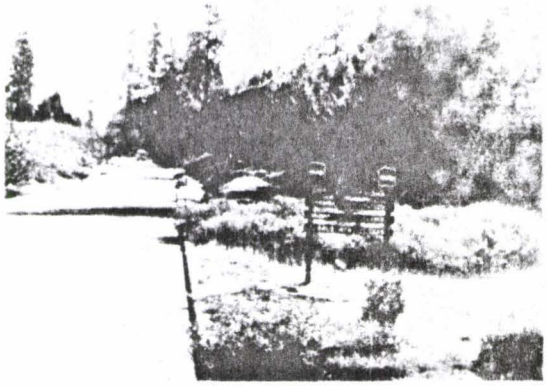


35 IDENTIFICATION BUILDING
Old FS building with new motif colors

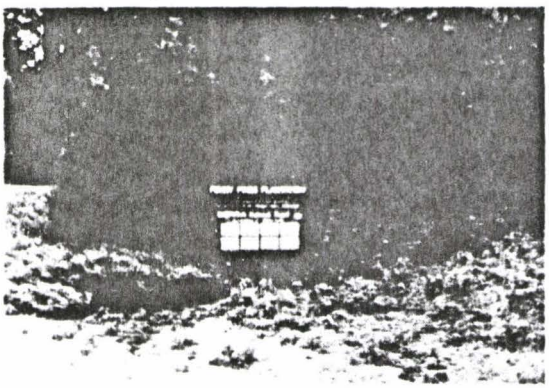
ON DINKEY CREEK ROAD



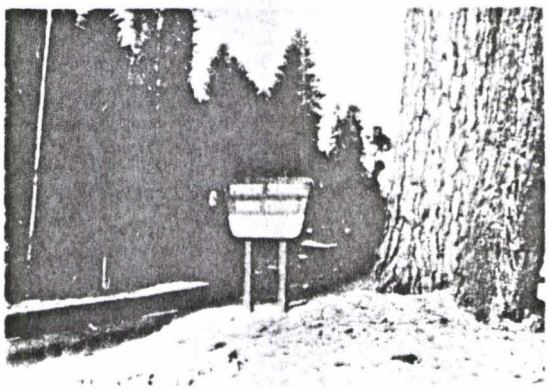
36 INFORMATION SIGNS
FS fire stn, non-readable at 50mph?



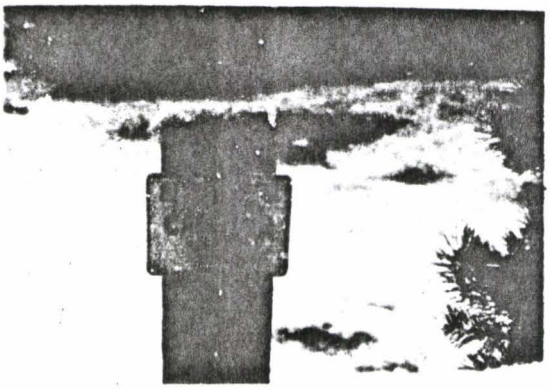
39 INFORMATION SIGN
Standard?,readible at 50mph?



37 INTERPRETIVE SIGN
non-readable at 50mph!

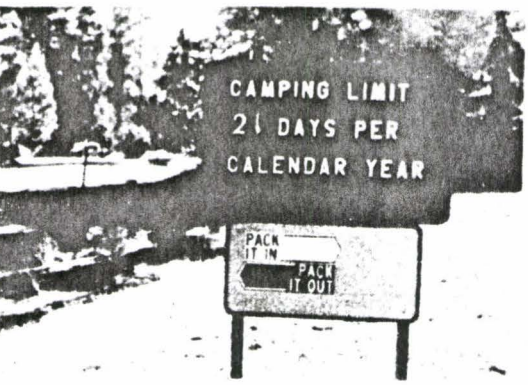


40 IDENTIFICATION SIGN
FS stn, no shield

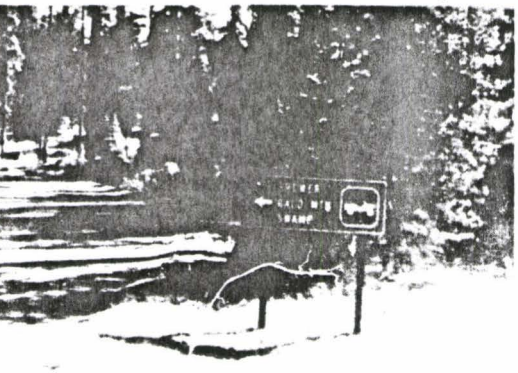


38 REGULATORY SIGN
Natural barriers better

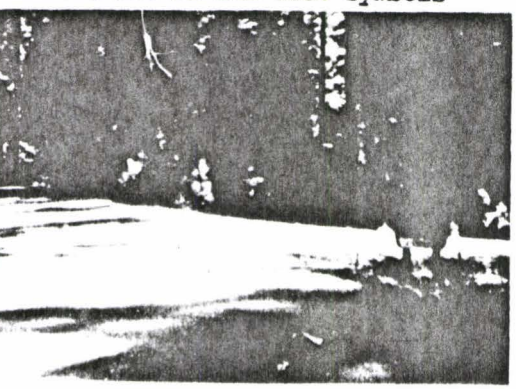
41 INFORMATION/REGULATORY SIGN
FS stn, can read at night



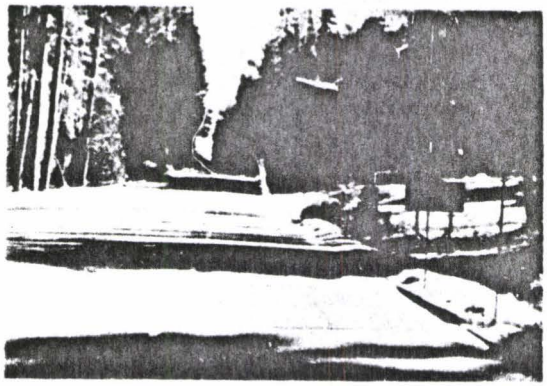
2 INFORMATION/REGULATORY SIGN
vo messages hard to read at 50mph?



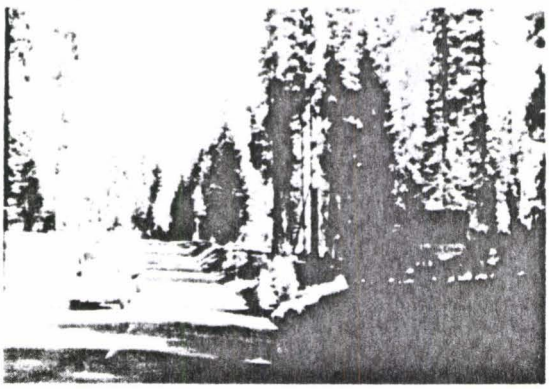
GUIDE SIGN
cellent use of stn rec. symbols



IDENTIFICATION SIGN
stn, no shield, too small?



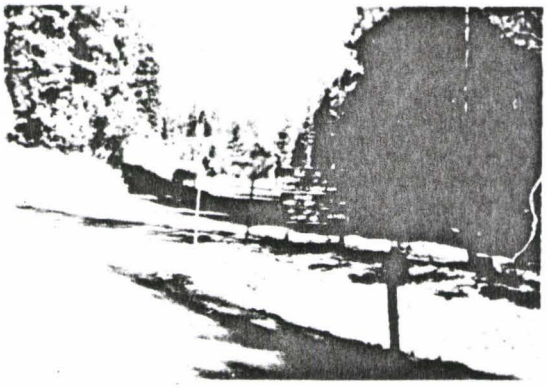
45 GUIDE SIGN
FS stn



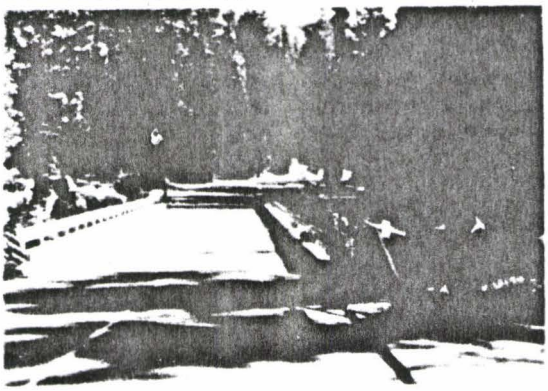
46 IDENTIFICATION SIGN
FS Stn, no shield

47 GUIDE SIGN
FS Stn, can read at night

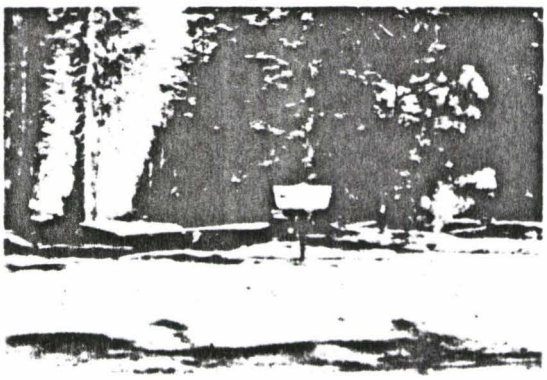
ON McKINLEY GROVE ROAD



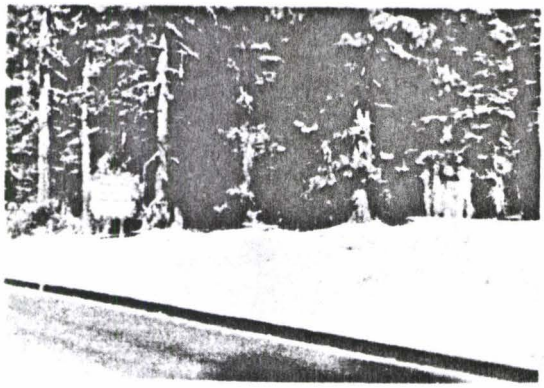
48 GUIDE AND WARNING SIGNS
Too much to read?



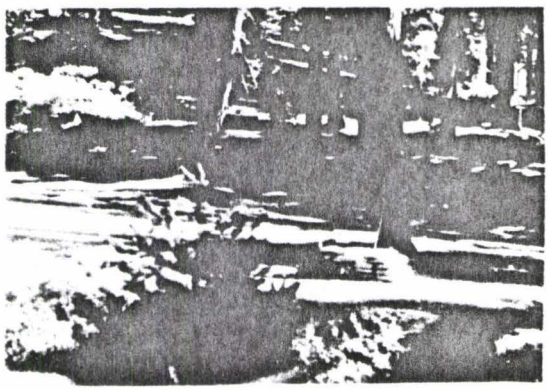
49 IDENTIFICATION SIGN
FS stn, no shield, too small?



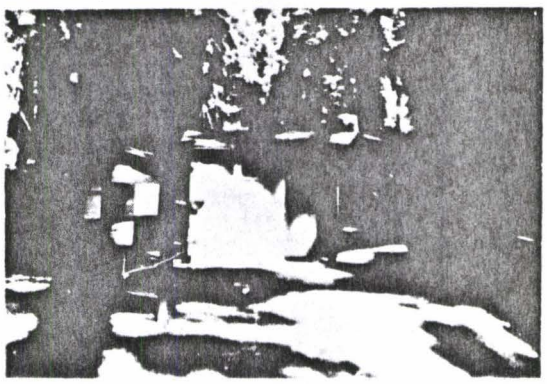
50 GUIDE SIGN
FS Stn, location?



51 IDENTIFICATION SIGN
FS Stn, no shield

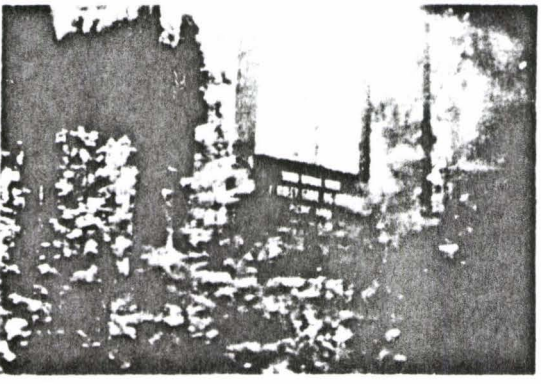


52 IDENTIFICATION SIGN
FS Stn, no shield, too much base?

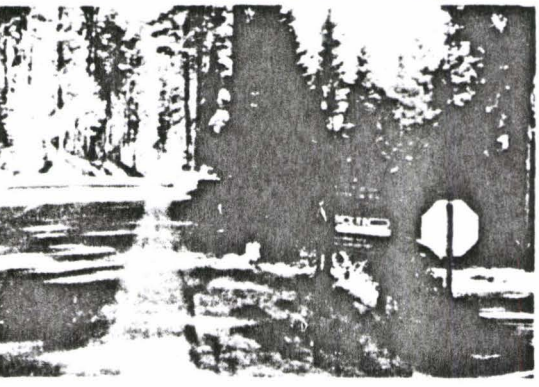


53 INFORMATION STRUCTURE
FS Old standard

ON McKINLEY GROVE ROAD



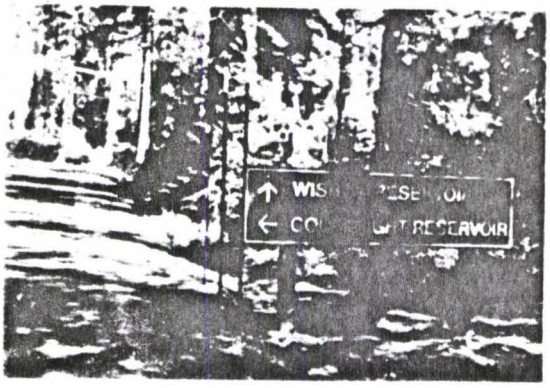
54 IDENTIFICATION SIGN
FS Old stn, not readable at 50mph



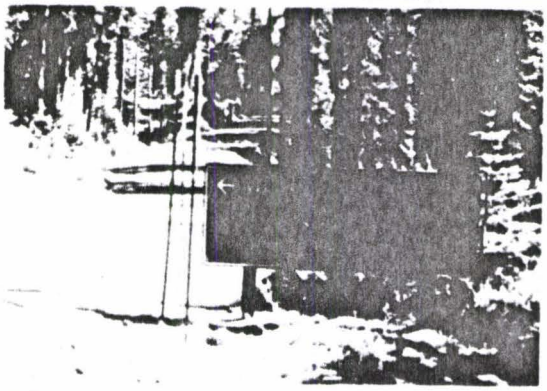
55 GUIDE SIGNS
Two messages,not readable at 50mph

56 GUIDE SIGN
FS Stn, excellent,note rec symbol

57 GUIDE SIGN
Joint FS & PG&E stn,excellent



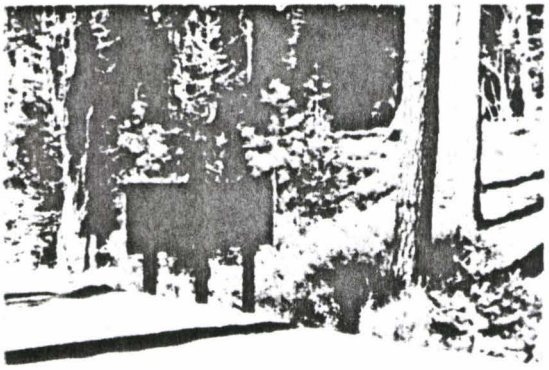
57



57

ON COURTRIGHT ROAD

58 GUIDE SIGN
Joint FS & PG&E stn,excellent



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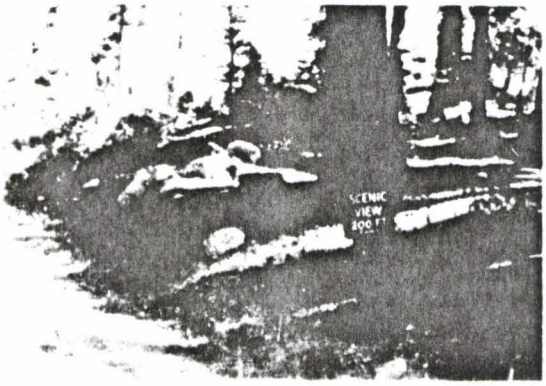
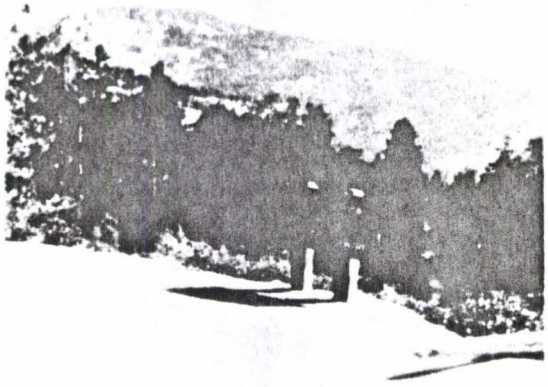
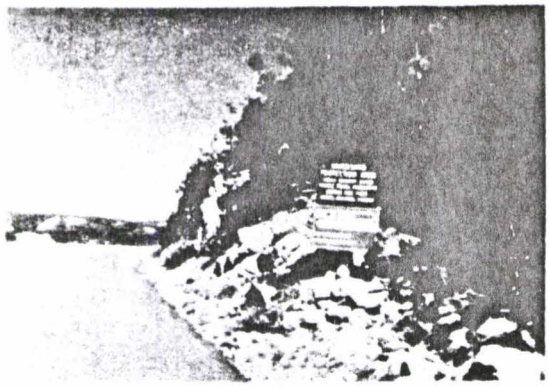


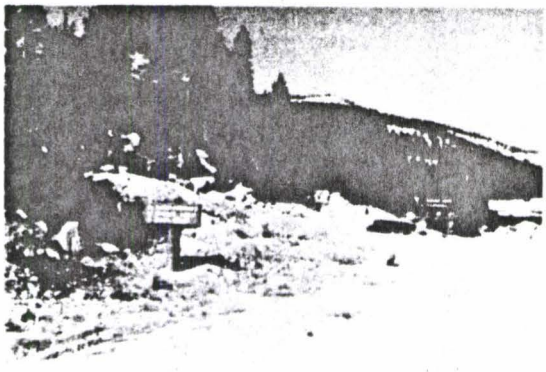
59 INFORMATION SIGN
PG&E sign,too small,on FS Adm lands?



60 INFORMATION SIGN
PG&E sign, on FS Adm lands?



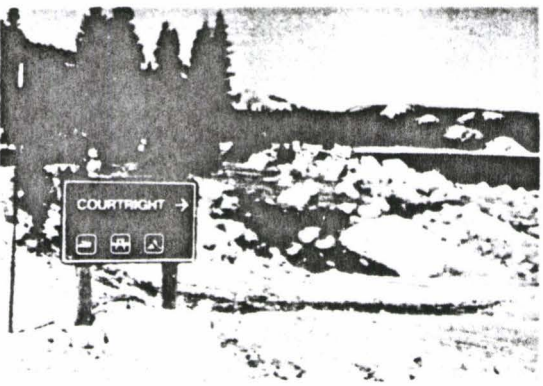
61 INFORMATION SIGN
FS, two messages hardly readable



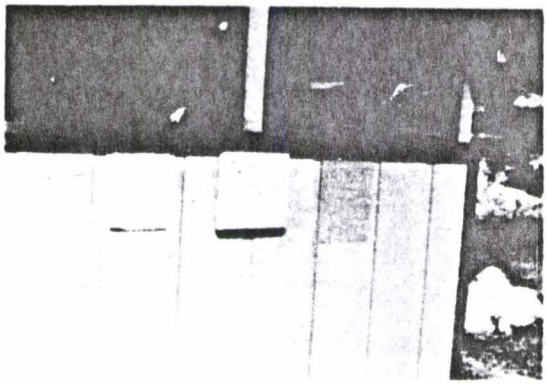
62 GUIDE SIGNS
Old and new FS stns signs

AT COURTRIGHT LAKE
RECREATION AREA

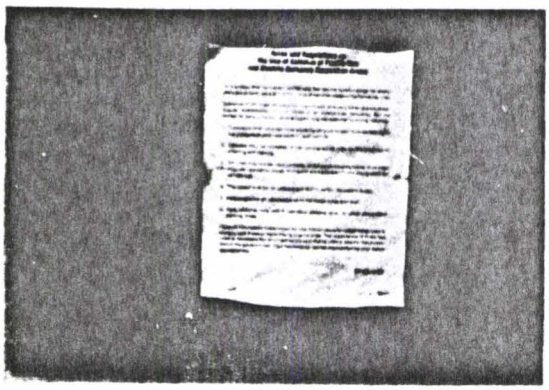
63 GUIDE SIGNS
FS & PG&E stn, can read at night



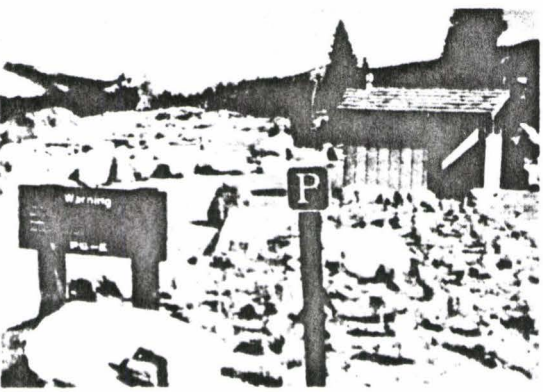
63



65 REGULATORY SIGNS
Symbol OK, but poster on building?



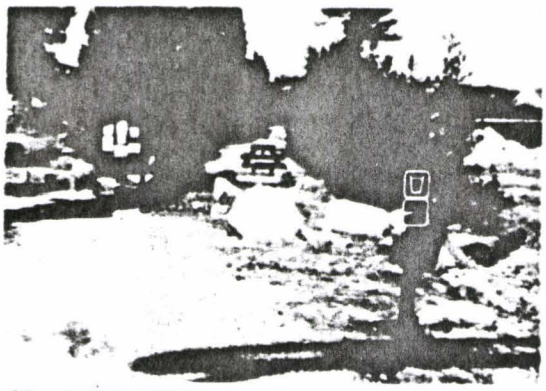
65



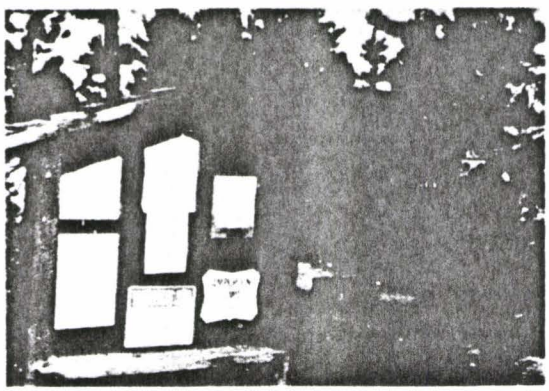
64 REGULATORY SIGNS
Note Stn. recreation symbol (negative)

66 GUIDE SIGN
Excellent use of stn symbols

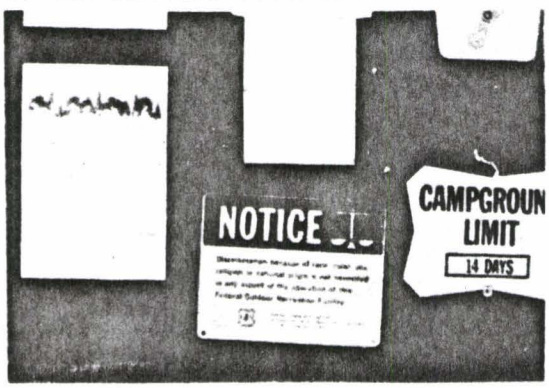
AT COURTRIGHT LAKE
RECREATION AREA



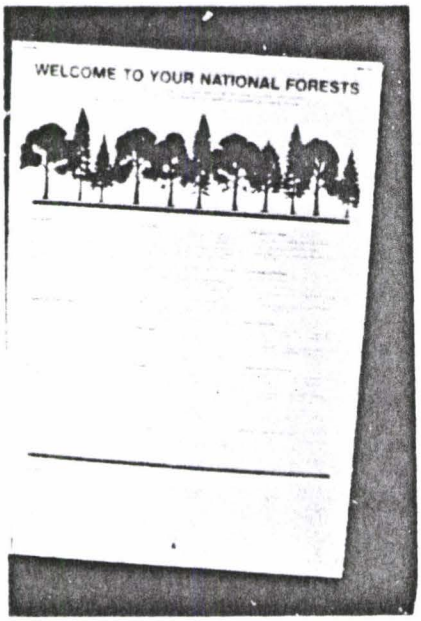
67 REGULATORY SIGNS
Good use of positive/negative syms



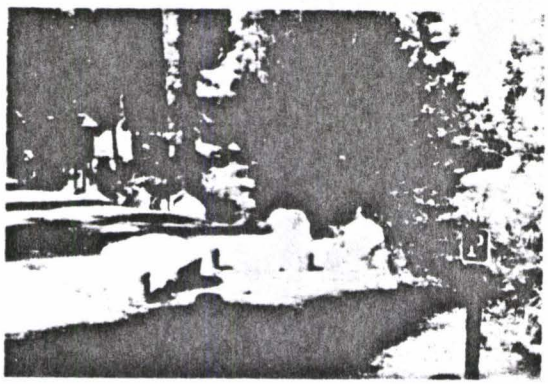
68 INFORMATION STRUCTURE
FS old standard structure



68

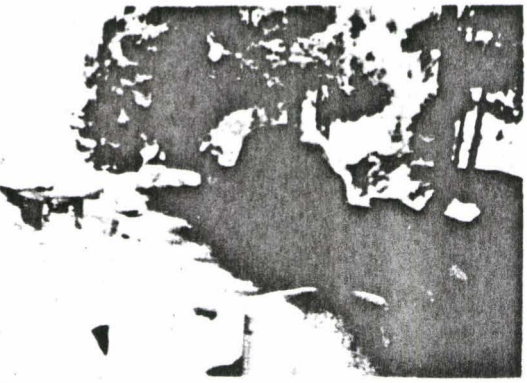


69 INFORMATION POSTERS
A lot to read!



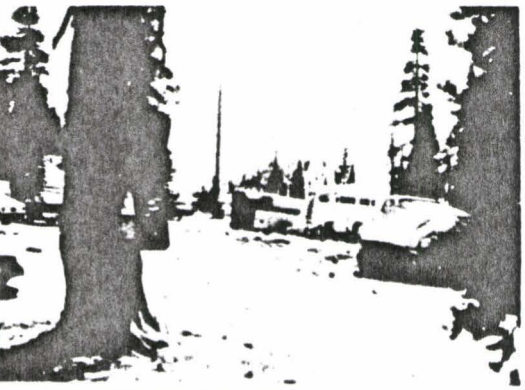
70 REGULATORY SIGN
Readable at night too!

AT COURTRIGHT LAKE
RECREATION AREA

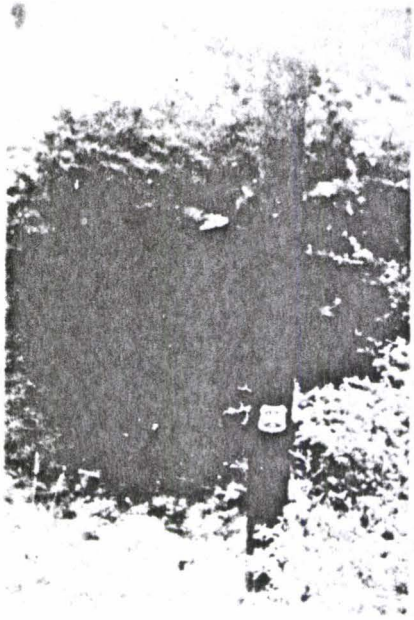


1 INFORMATION MARKER
ite marker

2 GUIDE SIGN
xcellent use of stn symbols



3 IDENTIFICATION SIGN
ree for sign support?

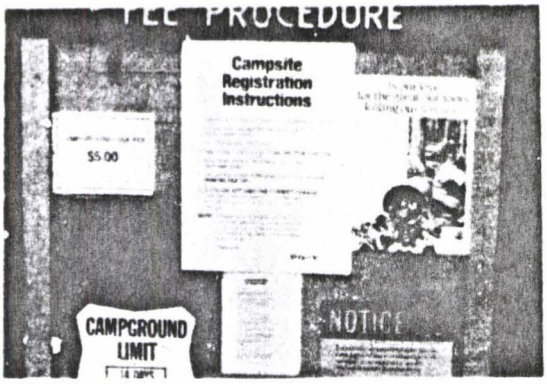


74 IDENTIFICATION SIGN
no sign,but note shield

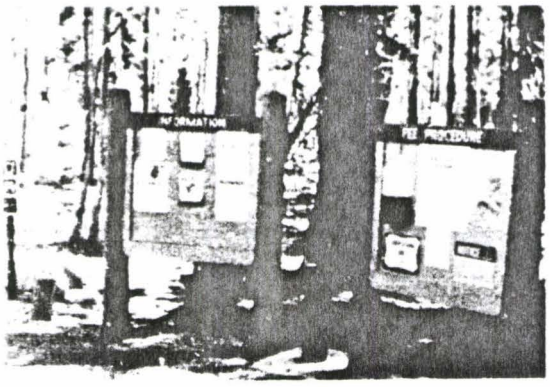
75 REGULATORY SIGN
Stn rec sym, nice use negative

AT TRAPPER SPRINGS C.G.

76 GUIDE SIGN
Stn rec symbol, night readable

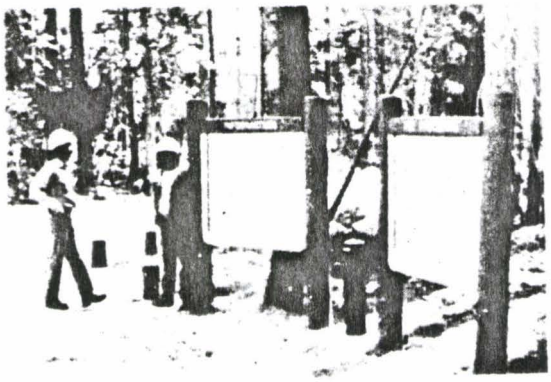


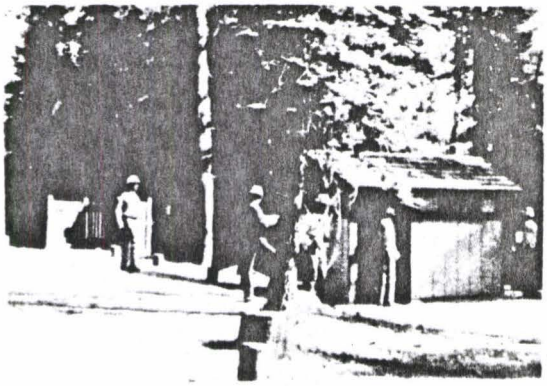
78 POSTER SIGN
PG&E poster on FS adm lands



77 INFORMATION BOARDS
PG&E Const.,FS motif/design

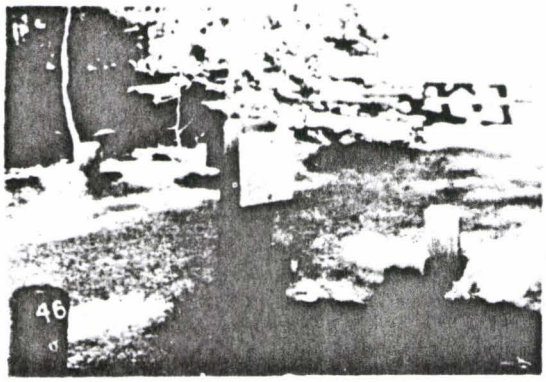
79 REGULATORY BARRIERS
PG&E Const,FS motif/design



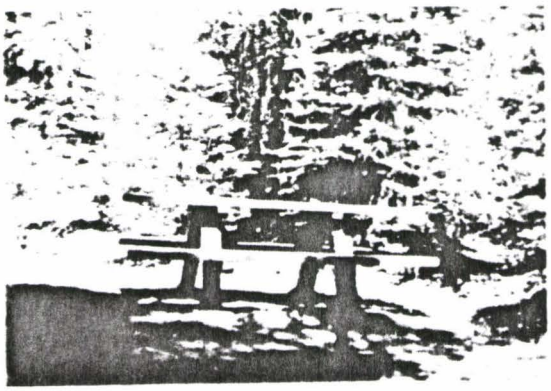


80 IDENTIFICATION BUILDING
PG&E Const,FS motif colors

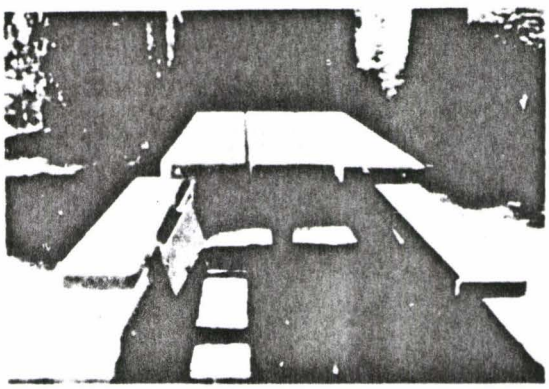
AT TRAPPER SPRINGS C.G.



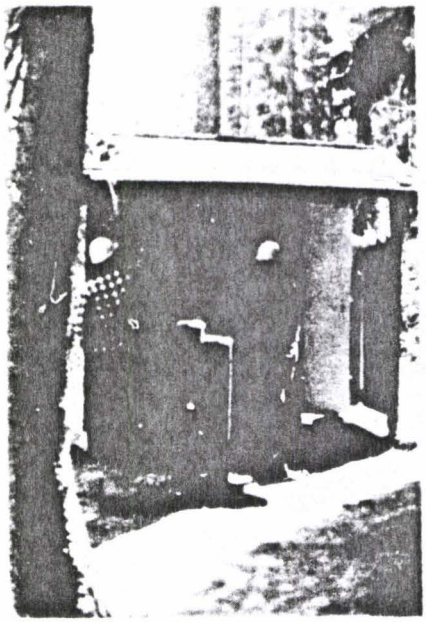
81 REGULATORY SIGNS
PG&E Const,Stn int. symbol



82 IDENTIFICATION FACILITIES
PG&E Const,FS motif/design



82

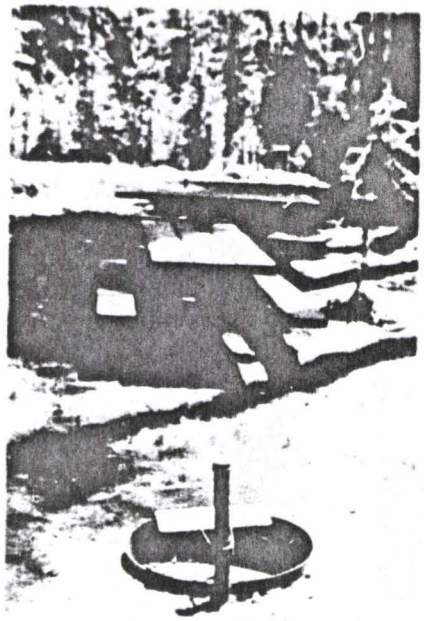


83 IDENTIFICATION BUILDINGS
Old FS stn with new Motif colors

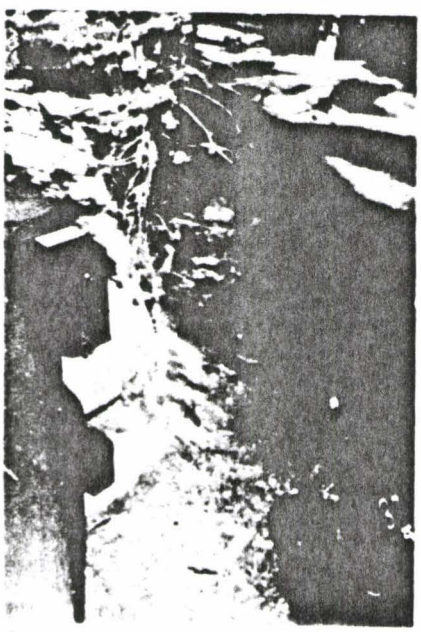
82

AT TRAPPER SPRINGS C.G.

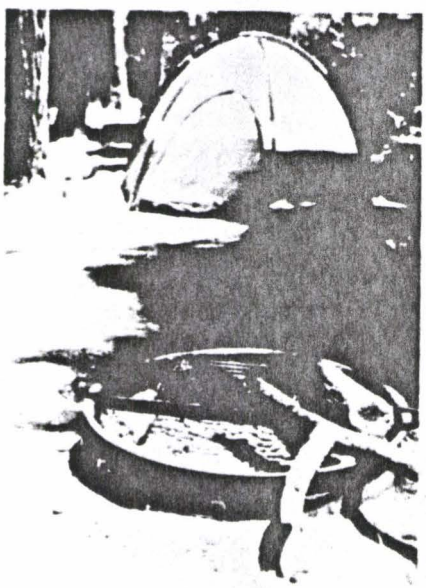
84 IDENTIFICATION MARKERS
PG&E Const,FS motif/design



85 IDENTIFICATION FACILITIES
PG&E Const,FS motif/design



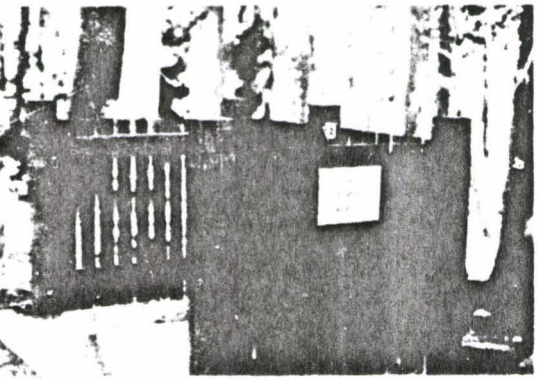
84



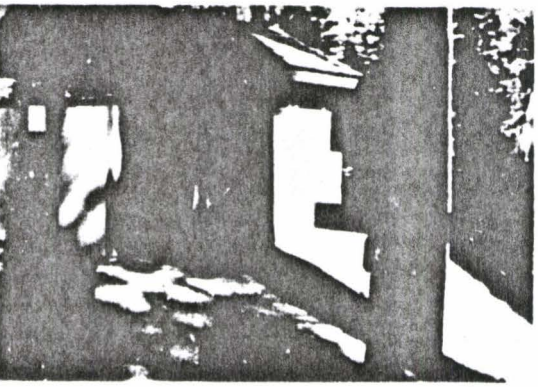
85

AT TRAPPER SPRINGS C.G.

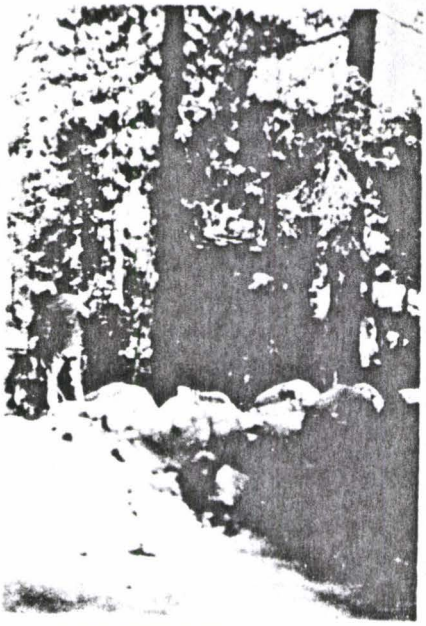
86 IDENTIFICATION FACILITIES
PG&E Const-design,FS motif colors



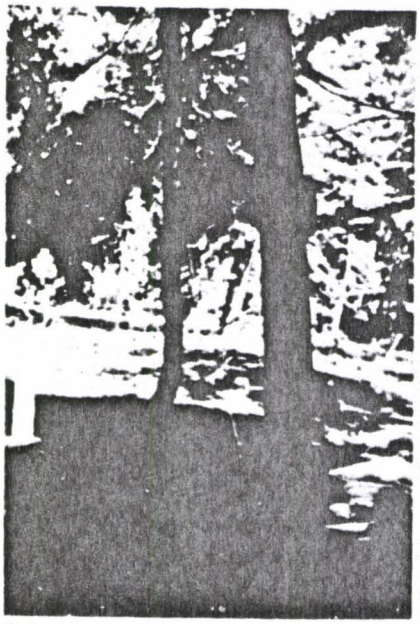
87 IDENTIFICATION FACILITIES
PG&E Const,FS motif/design



88 GUIDE SIGNS
Stn. recreation symbol



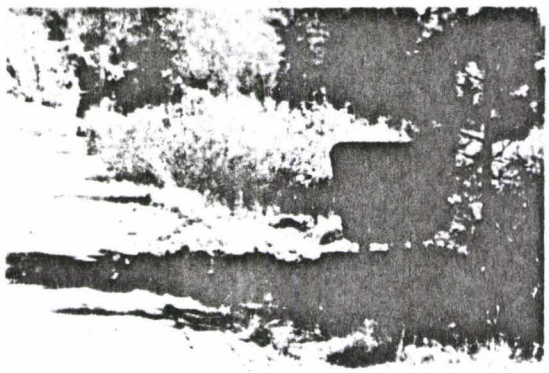
89 IDENTIFICATION SERVICE BLDG.
PG&E Const-design,FS motif colors



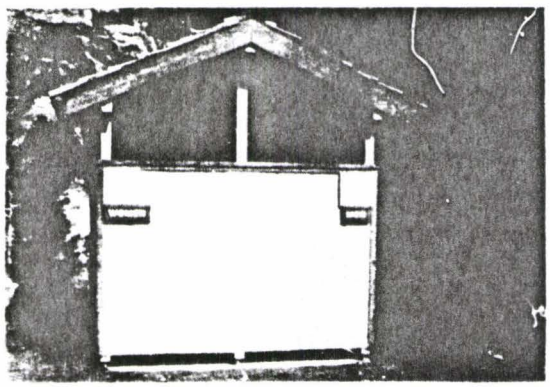
88

AT WISHON LAKE

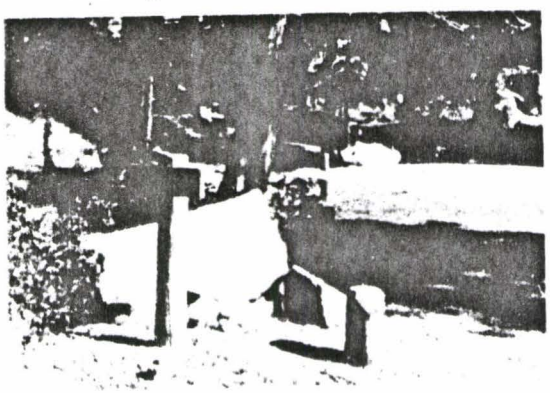
RECREATION AREA



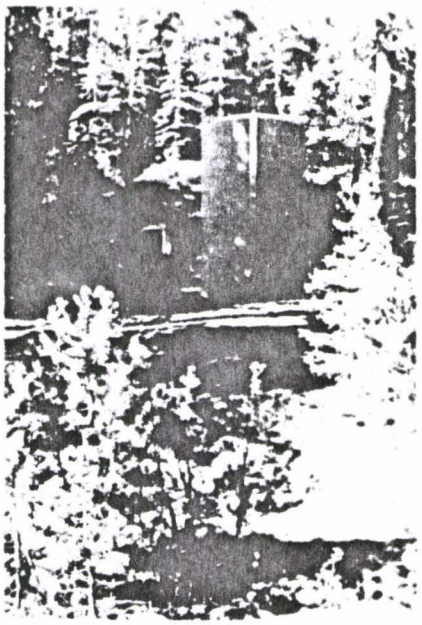
90 IDENTIFICATION SIGN
FS stn., no shield



91 IDENTIFICATION BUILDING
Posters/signs on buildings?

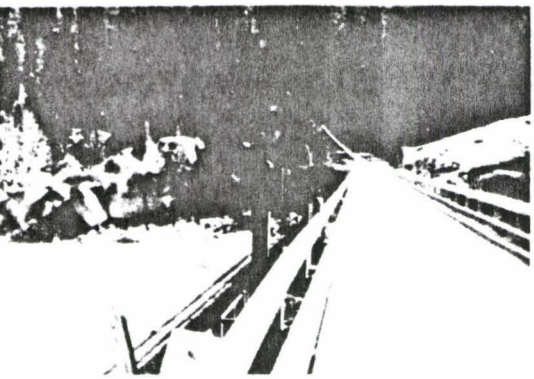


92 REGULATORY SIGN
PG&E Const-design,FS motif colors

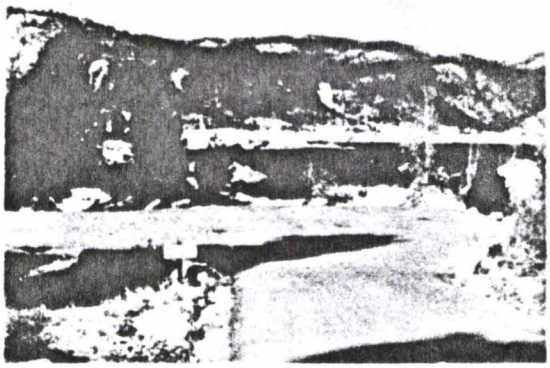


93 IDENTIFICATION UTILITY TANK
PG&E Const-design,FS motif colors

AT WISHON LAKE
RECREATION AREA

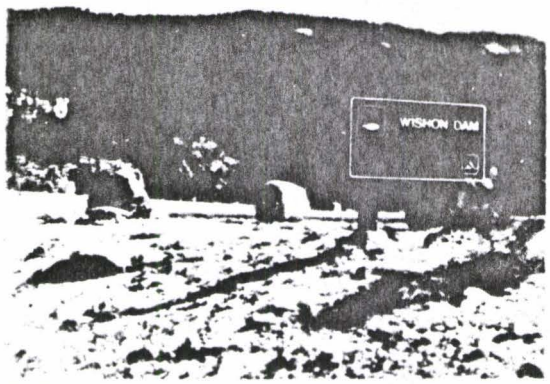


94 INFORMATION SIGNS
PG&E Const-design old stns.

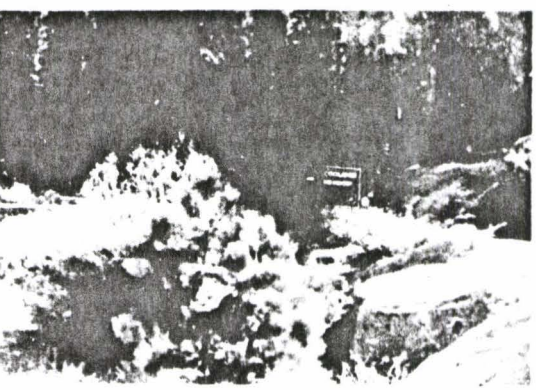


94

94



95

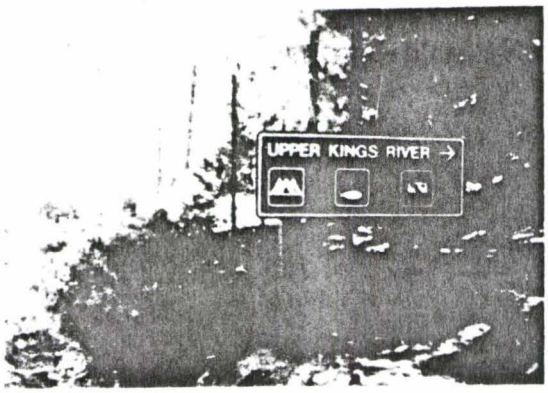


95 GUIDE SIGNS
Joint PG&E/FS rec stns, excellent

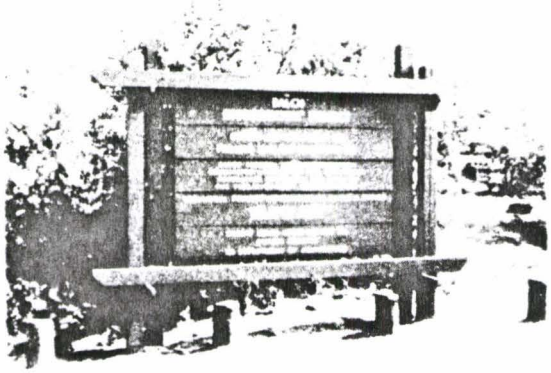
95

AT BALCH PROJECT NEAR

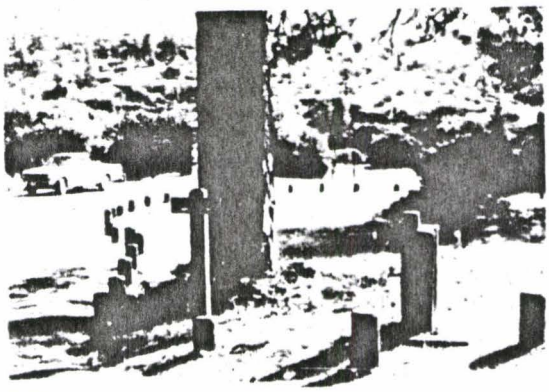
N.F. KINGS RIVER



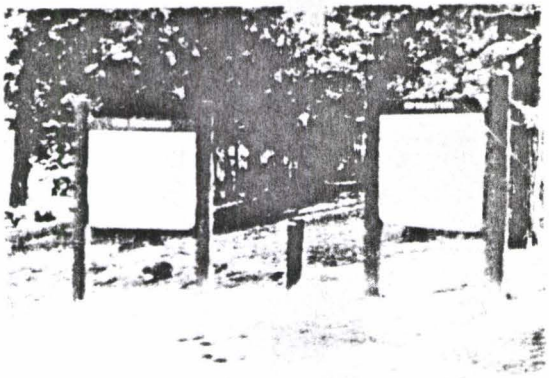
96 GUIDE SIGNS
Joint PG&E/FS rec signs,night readable



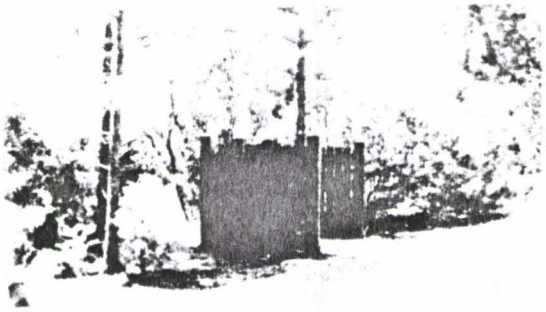
97 IDENTIFICATION SIGN
Joint PG&E/FS sign, no FS shield



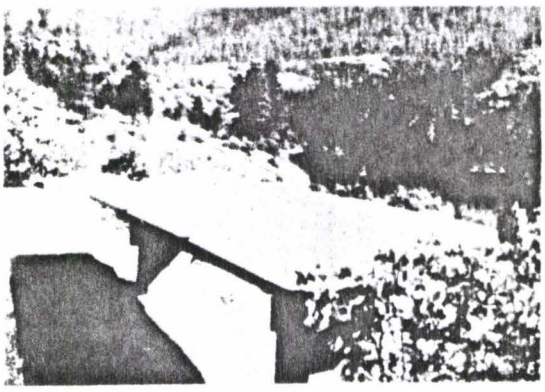
97



98 INFORMATION SIGNS
PG&E Const,FS motif and design



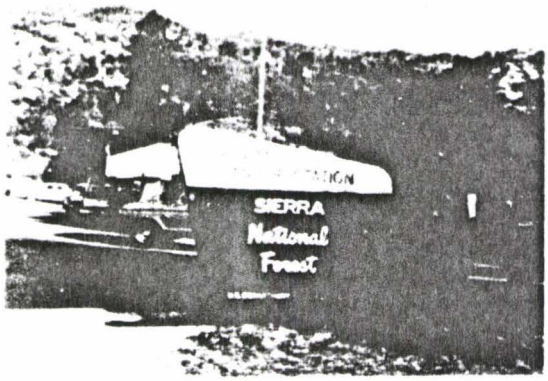
99 IDENTIFICATION FACILITIES
PG&E Const,FS motif and design



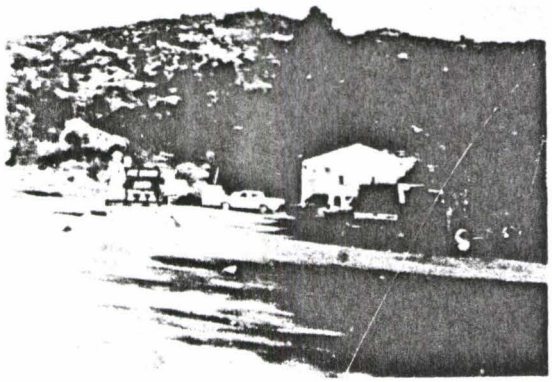
100 INTERPRETIVE BASE
PG&E Const-design,FS motif colors

ON HIGHWAY 41, AT

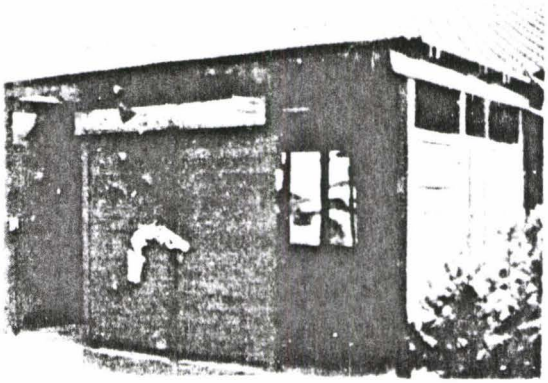
MARIPOSA RANGER STATION



101 IDENTIFICATION SIGN
FS Stn,name"Oakhurst"?,no shield



102 INFORMATION SIGN
Stn fire, shield necessary?

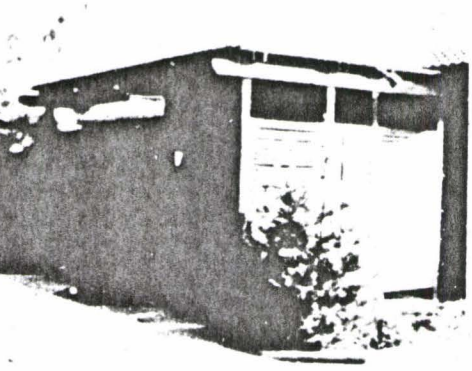


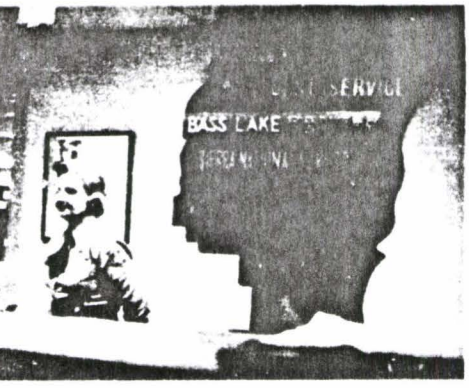
103 INFORMATION STRUCTURE
Nice!

101

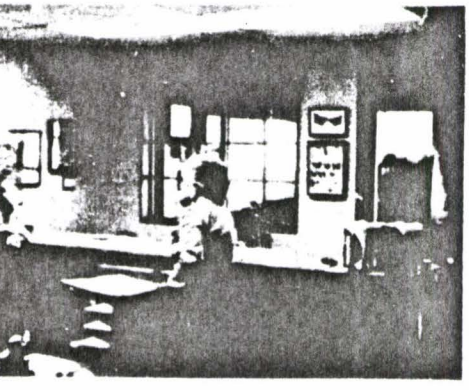
104 INTERPRETIVE SIGN
Note shield, little long?

IDE MARIPOSA (BASS
E) RANGER OFFICE



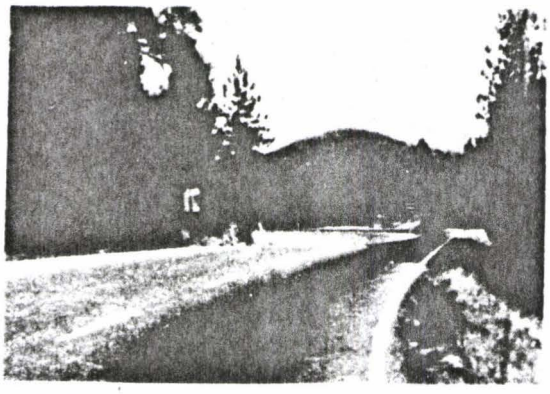


NTERPRETIVE SIGN/UNIFORM
Lent, name"Bass lake"?

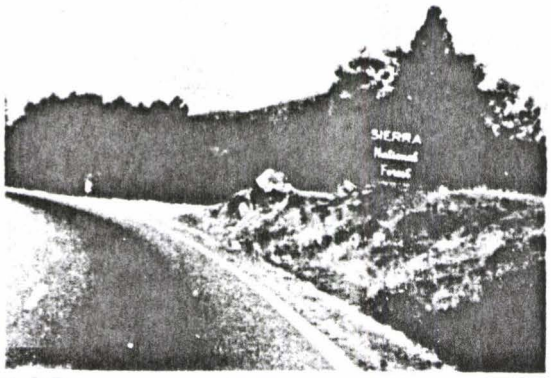


106 INTERPRETIVE SIGNS
Logos, nice!

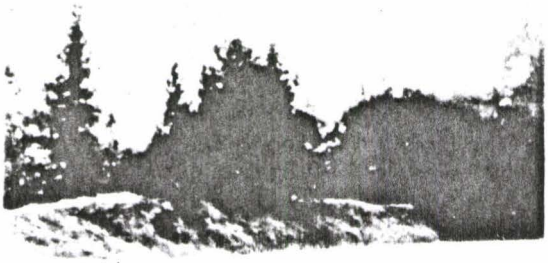
ON HIGHWAY 41 LEADING
TO YOSEMITE N.P.



107 IDENTIFICATION SIGN
Stn but,can't see shield,USDA

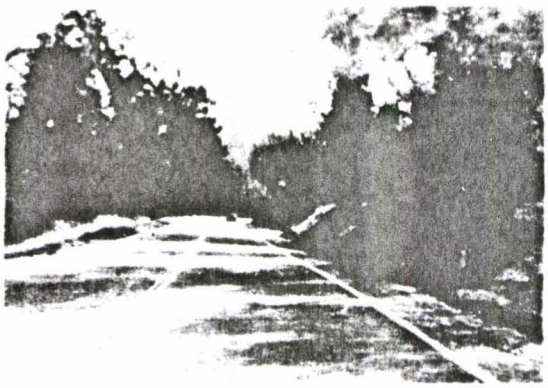


107



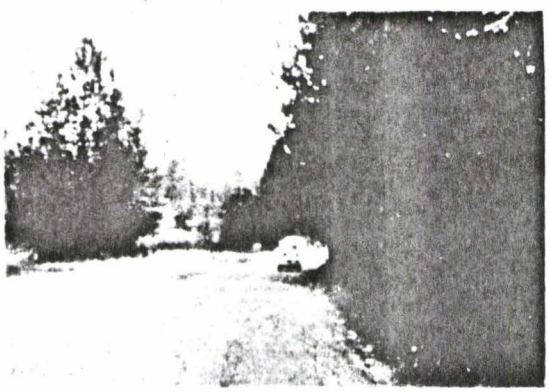
107

ON HIGHWAY 41, THEN ON TO BASS LAKE ROAD

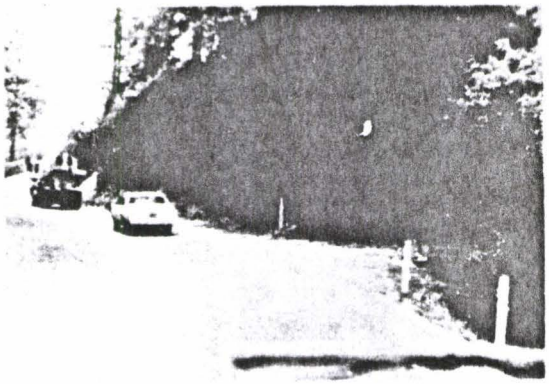


108 GUIDE SIGN
State stn, easy to read day/night

109 GUIDE SIGN
State stn, easy to read day/night

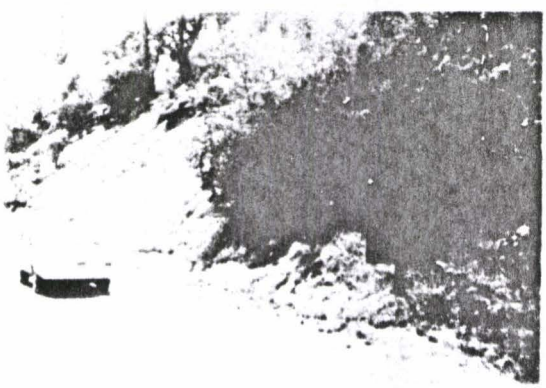


110 GUIDE SIGN
7 lines, hard to read



111 IDENTIFICATION SIGN
FS Stn,no shield

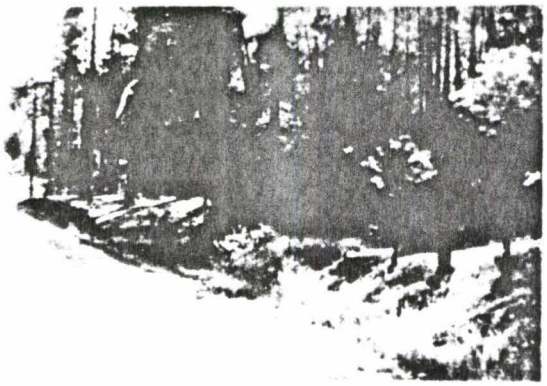
112 INFORMATION SIGN
FS fire stn, hard to read/40mph



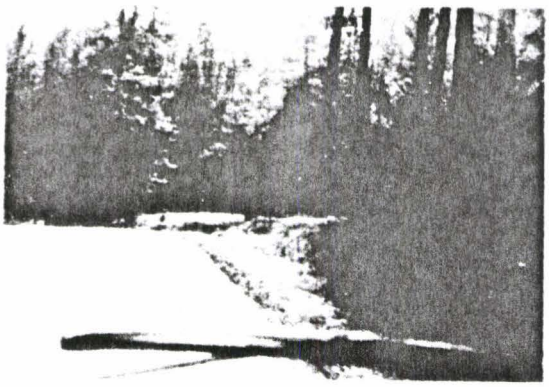
113 IDENTIFICATION SIGN
FS old stn,good shield,readable?

AT BASS LAKE

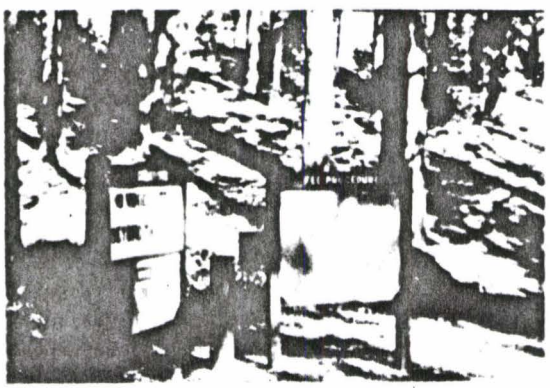
RECREATION AREA



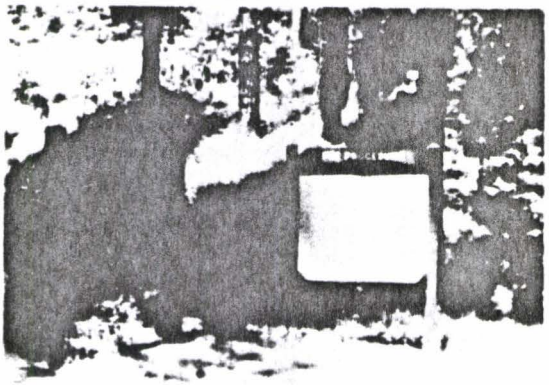
114 GUIDE/IDENTIFICATION SIGN
FS stn, hard to read,day or night?



115 IDENTIFICATION SIGN
Concessionaire,non-stn on FS Lands



116 INFORMATION BOARD
Excellent,meets FS new Motif stns



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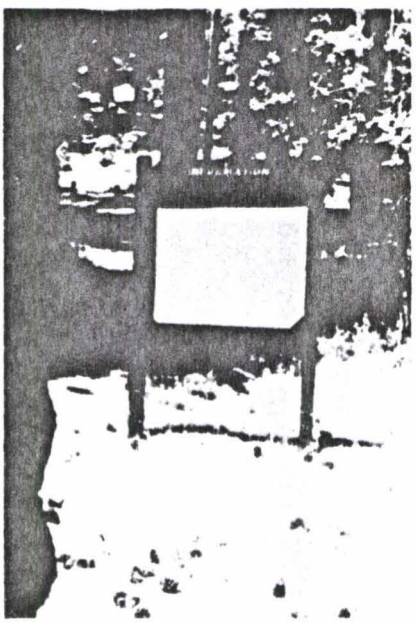
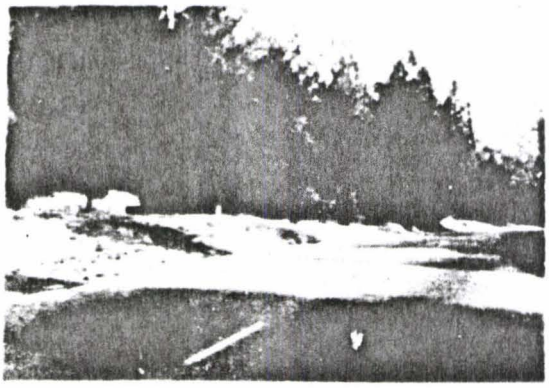


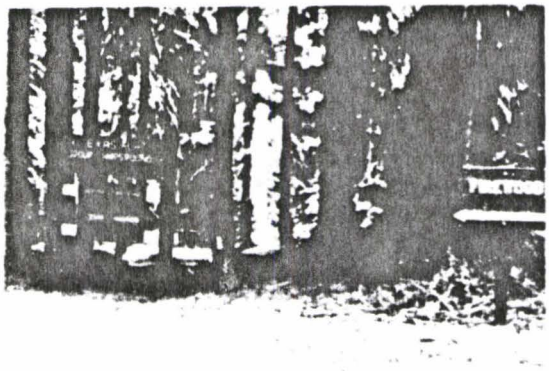
116

ON MARIPOSA RANGER

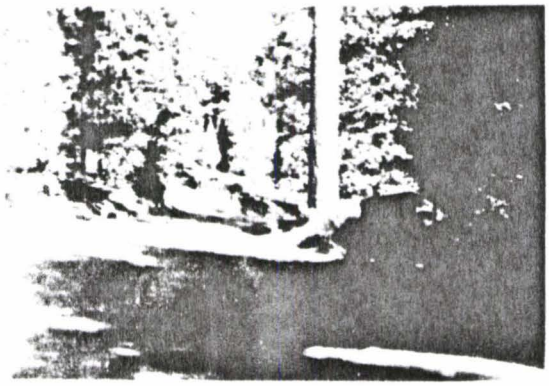
DISTRICT



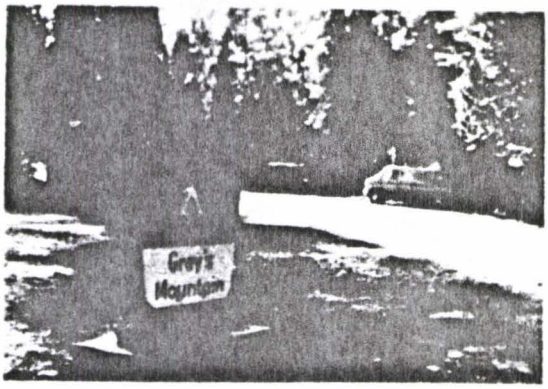
117 IDENTIFICATION SIGN
Stn,shield too small? night readable?



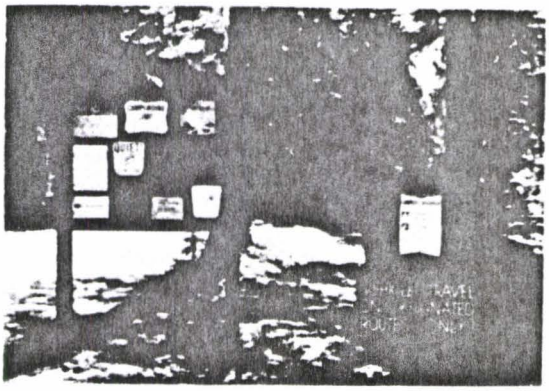
118 GUIDE SIGNS
FS non-standards



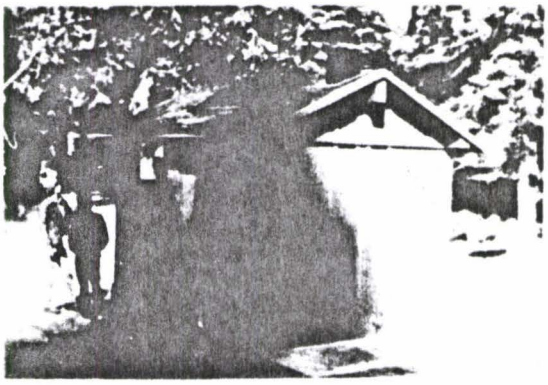
119 INFORMATION SIGN
Nice, easy to read



120 IDENTIFICATION SIGN
Excellent,nice use of stn rec symbol



121 INFORMATION SIGN
Old FS standard

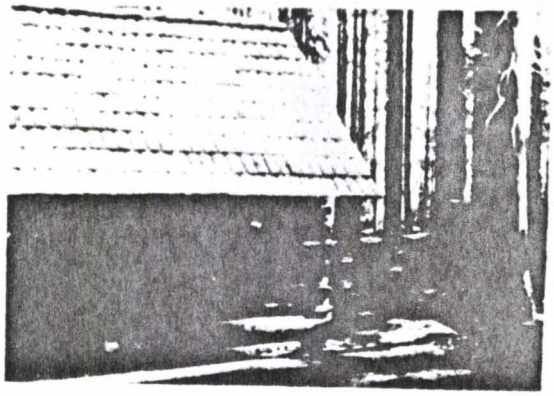


122 IDENTIFICATION BUILDING
FS new design motif stn,excellent

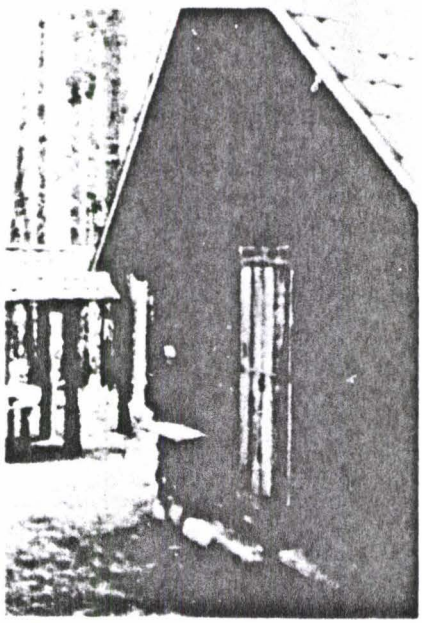
ON MARIPOSA RANGER DISTRICT

123 GUIDE SIGNS
Nice, note words not needed

123

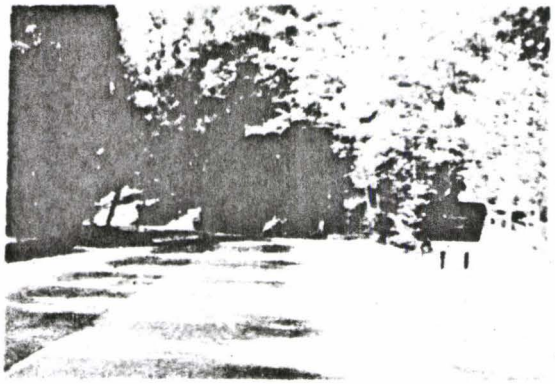


124 INFORMATION BUILDINGS
Excellent



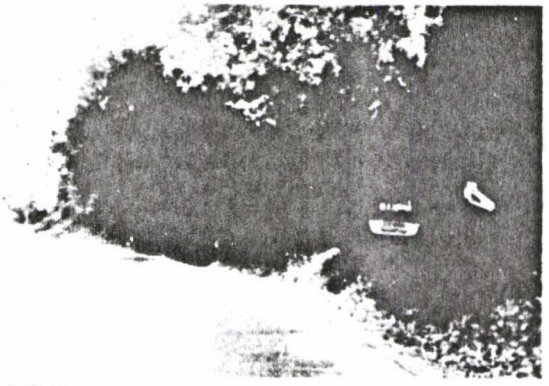
124

ON HIGHWAY 41, ON MARIPOSA RANGER DISTRCT



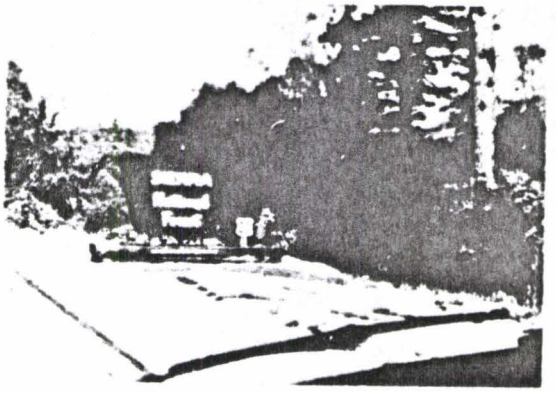
125 IDENTIFICATION SIGN
FS Stn,good but no shield

126 IDENTIFICATION/GUIDE SIGN
Special use message on FS Stn signs?



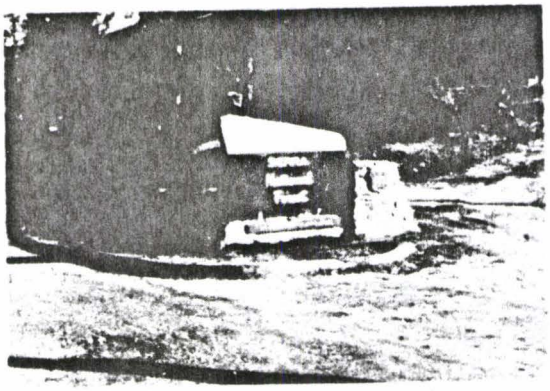
126

127 GUIDE SIGN
Nice, too small?

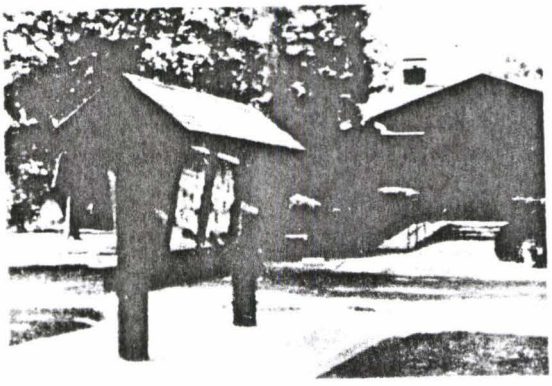


128 IDENTIFICATION SIGN
Excellent, but readable at night?

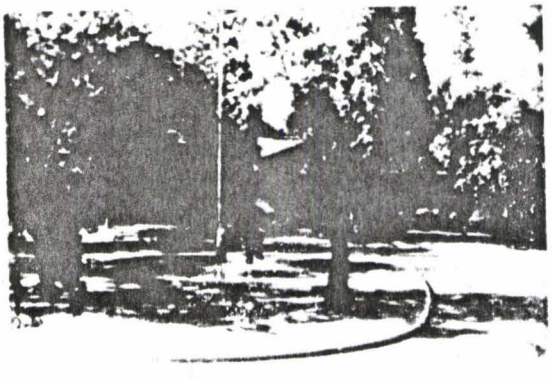
AT MINARETS RANGER STATION



129 IDENTIFICATION SIGN
Readable at night, shield too small?



130 INTERPRETIVE STRUCTURE
Nice, who monitors messages?



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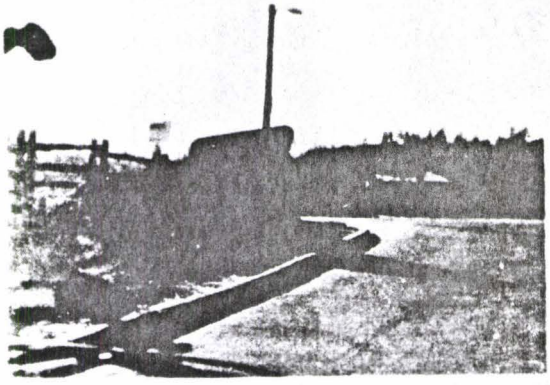

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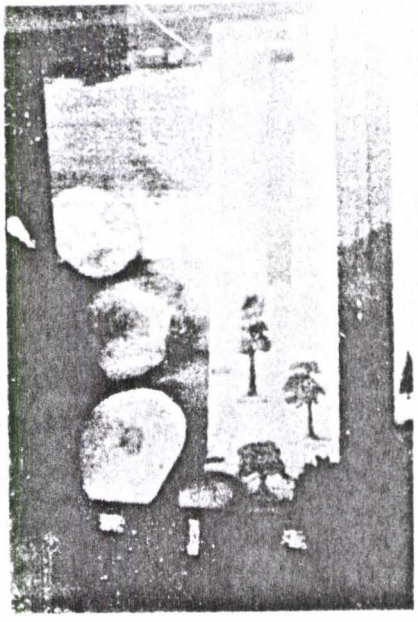
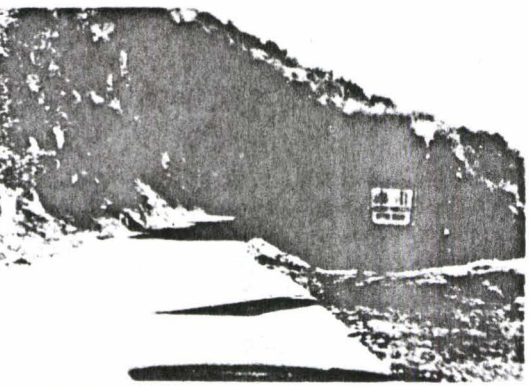
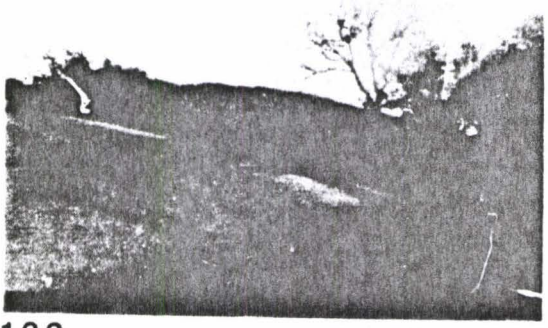


130

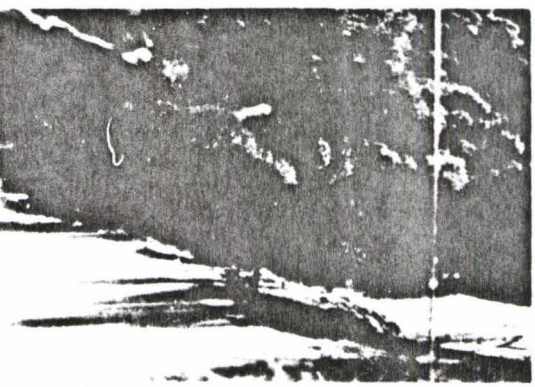
ON MINARETS-MILE HIGH
ROAD



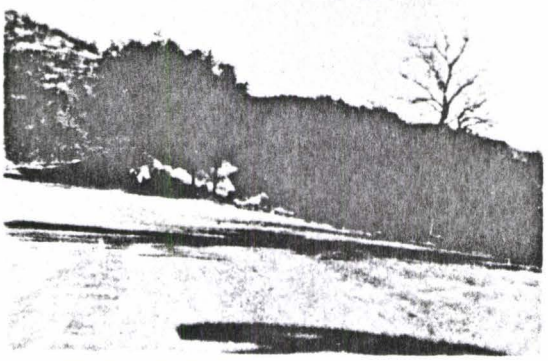
31 INFORMATION SIGN
lice, easy to read day time only?



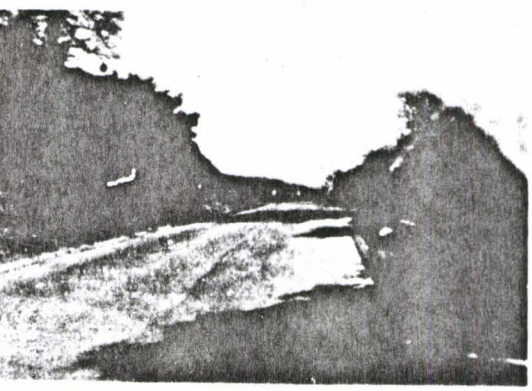
133



32 WARNING SIGN
State standard?



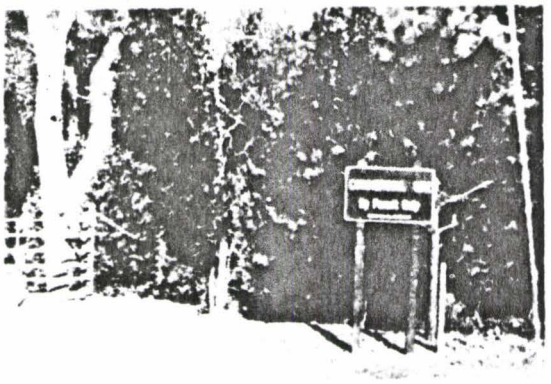
134 GUIDE SIGN
Readable?



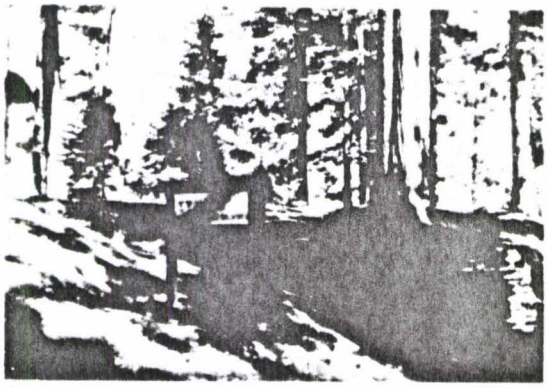
33 IDENTIFICATION SIGN
FS stn. message large enough?

135 IDENTIFICATION SIGN
FS old standard, readable?

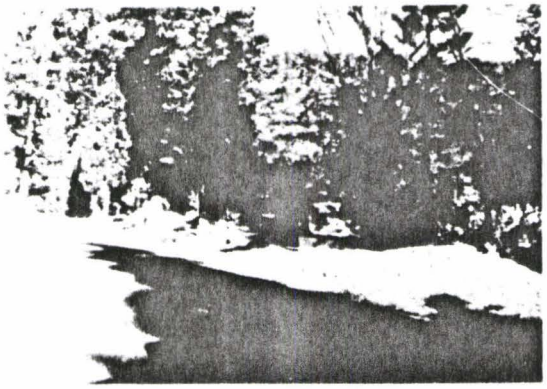
ON MINARETS-MILE HIGH ROAD



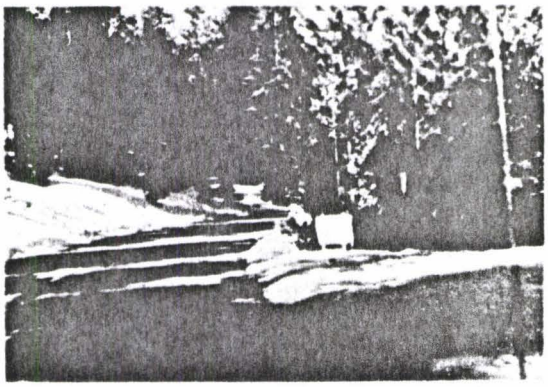
136 REGULATORY SIGN
Good, readable day and night



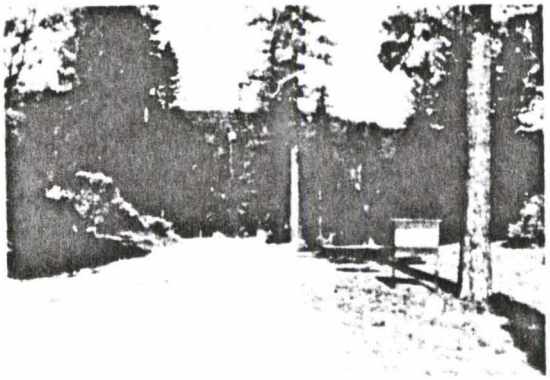
138



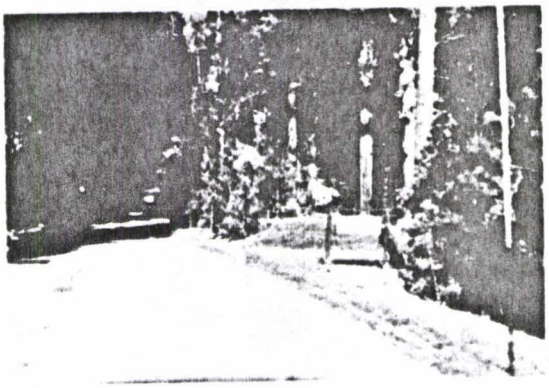
137 IDENTIFICATION SIGN
FS str, no shield



139 IDENTIFICATION RESOURCE
The environment



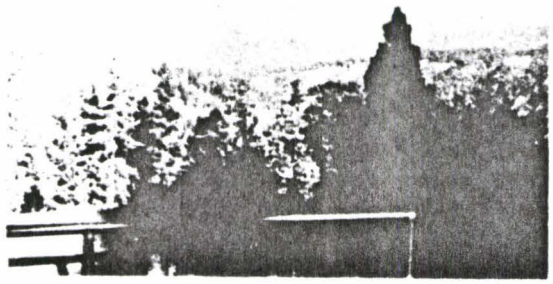
138 INFORMATION SIGN
Stn fire signs



138

AT MILE HIGH VISTA
RECREATION SITE

139



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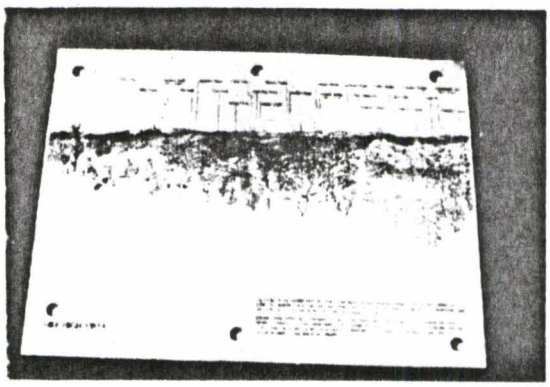
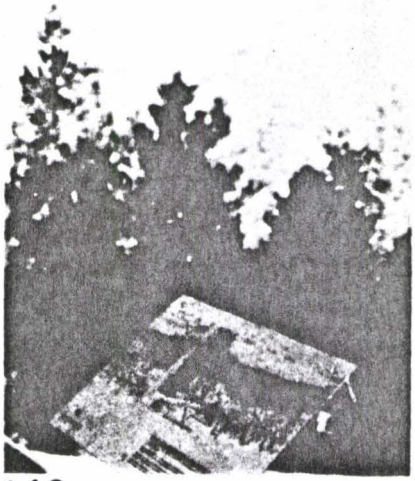
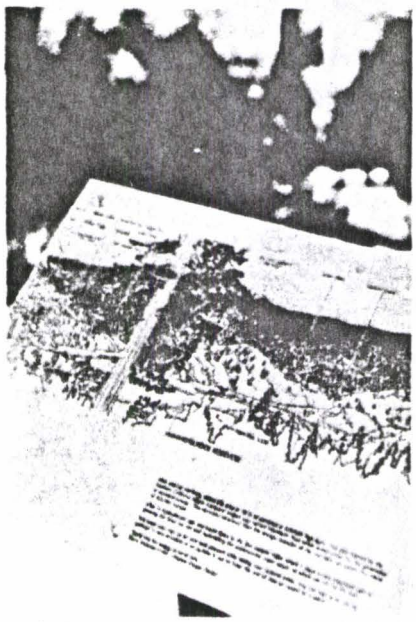


140 INTERPRETIVE SIGN
Excellent, no small shield



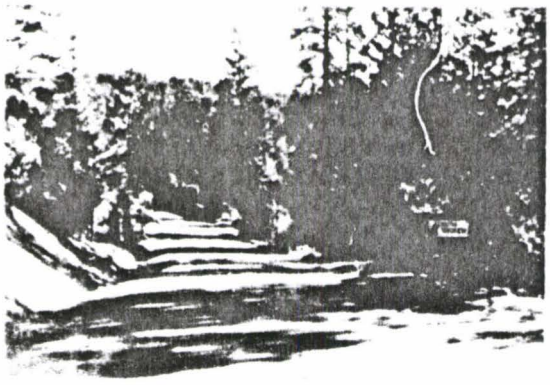
140



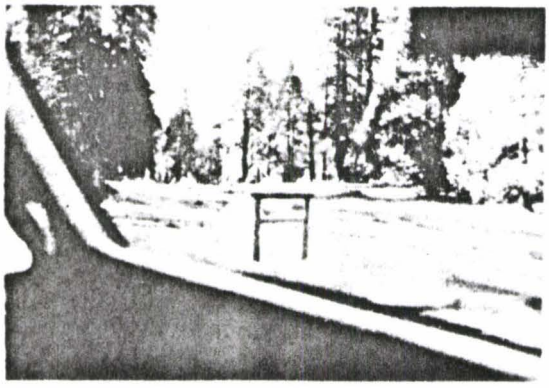
140

ON MAMMOTH POOL ROAD

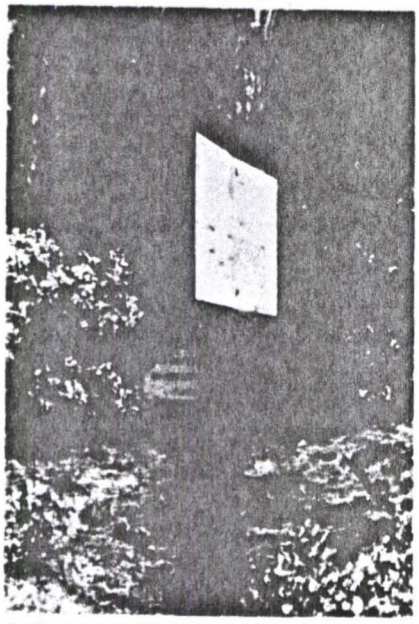
141 GUIDE SIGN
Readable at night?



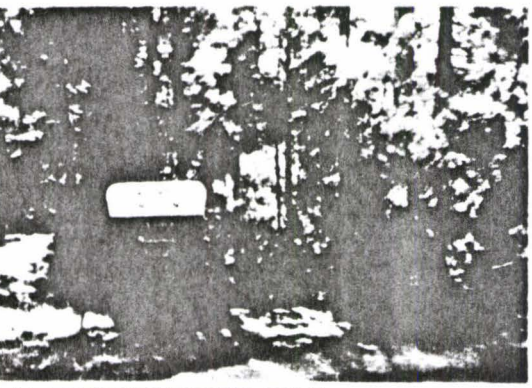
142 INFORMATION SIGN
FS stn fire signs



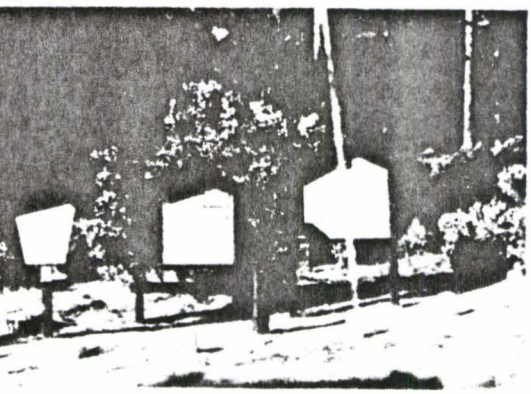
142



143 REGULATORY SIGNS
FS Stn metal signs

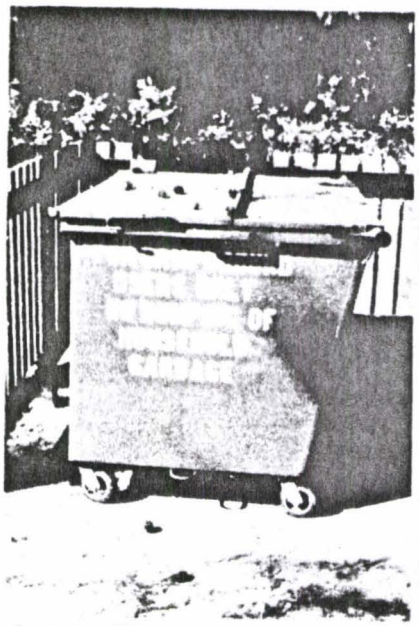


144 IDENTIFICATION SIGN
Excellent, note stn shield

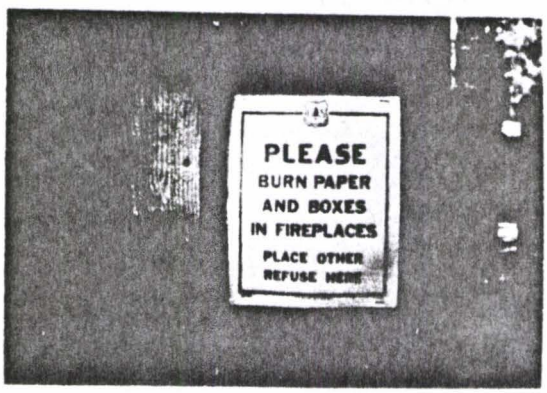


145 INFORMATION BOARDS
FS old standards

146 IDENTIFICATION SIGN
Joint SCE & FS , no FS shield

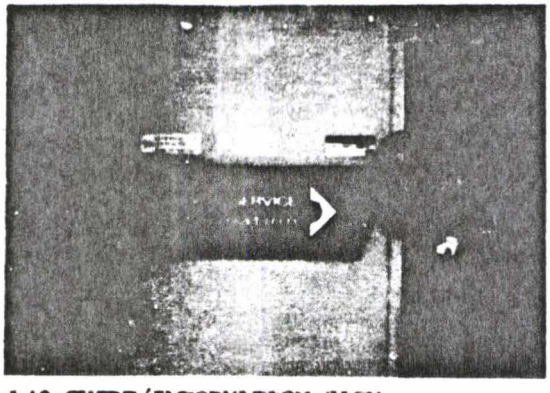


147 REGULATORY SIGN
Signs on structures?

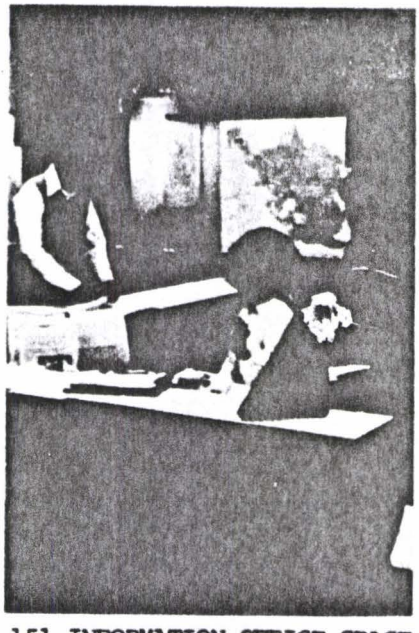


148 INFORMATION POSTER
Posters on structures?

AT SUPERVISORY OFFICE:
FRESNO, CALIF.

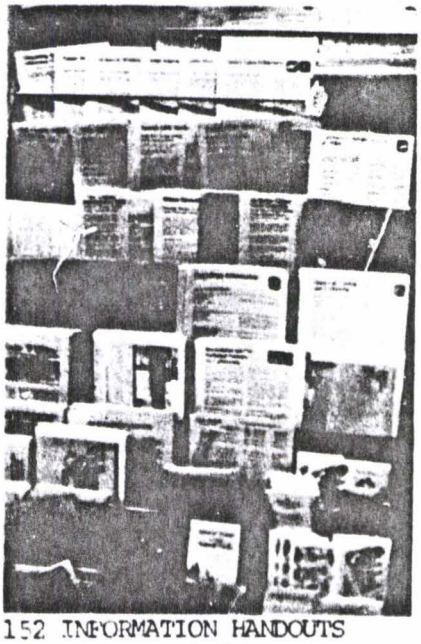


149 GUIDE/INFORMATION SIGN
Good, note shield



151 INFORMATION OFFICE SPACE
Uniforms? Image?

150 IDENTIFICATION SHIELD
Good, on vehicles



152 INFORMATION HANDOUTS
Who monitors information?

6.0

APPENDIX

6.8
LIST OF CONTRIBUTORS

6.8 LIST OF CONTRIBUTORS

This paper has been completed with the aid of the following persons who contributed their aid, words, thoughts and concerns. To all of those who helped, **THANKS.** Your contributions helped make this paper possibly worth using as a guideline document.

Bob Bernal, graphic designer, chief doer (SO Rec)
Rodney Kindlund, layout page design (SO Rec)
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Denise McCray, draft editor, consultant (wife)
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Jim Boynton, reviews, initial project approval (SO FS)
Gene Rose, reviews (Fresno Bee Newspaper)
Wayne Iverson, reviews (Private consultant)
Milo Larson, reviews, (R-3 Timber mangt.)
Ray Evans, reviews, (R-2 Grand Mesa FS)
Richard Buscher, reviews, (R-6 Recreation)
Dick Conover, reviews, (Clemson Univ.)
Vaughn Hintze, reviews, (Eldorado N.F.)
Don Waugh, reviews (SO Rec)
Ken Sonksen, reviews (SO Rec)
Bob Ross, reviews, (WO Rec)
Gerry Coutant, reviews (WO Interpretation)
Paula McMasters, reviews (RO LMP)
Walt Weaver, reviews (SO Eng)
Don Clark, reviews (SO Eng)
Terry Elliott, reviews (SO LMP)
Kermit Johansson, reviews (SO lands)
Tommy Baxter, reviews (SO Rec)
Tom Whear, reviews (Pineridge RD)
Mike Lefevre, reviews (Minarets RD)
Kimberly Bown, reviews (Kings River RD)
Dale Hosler, reviews (Private consultant)